

# City of Santa Monica General Plan Land Use and Circulation Elements 1982-2000



Prepared by Hall Goodhue Haisley and Barker • Hamilton Rabinovitz & Szanton • PRC Voorhees, Incorporated



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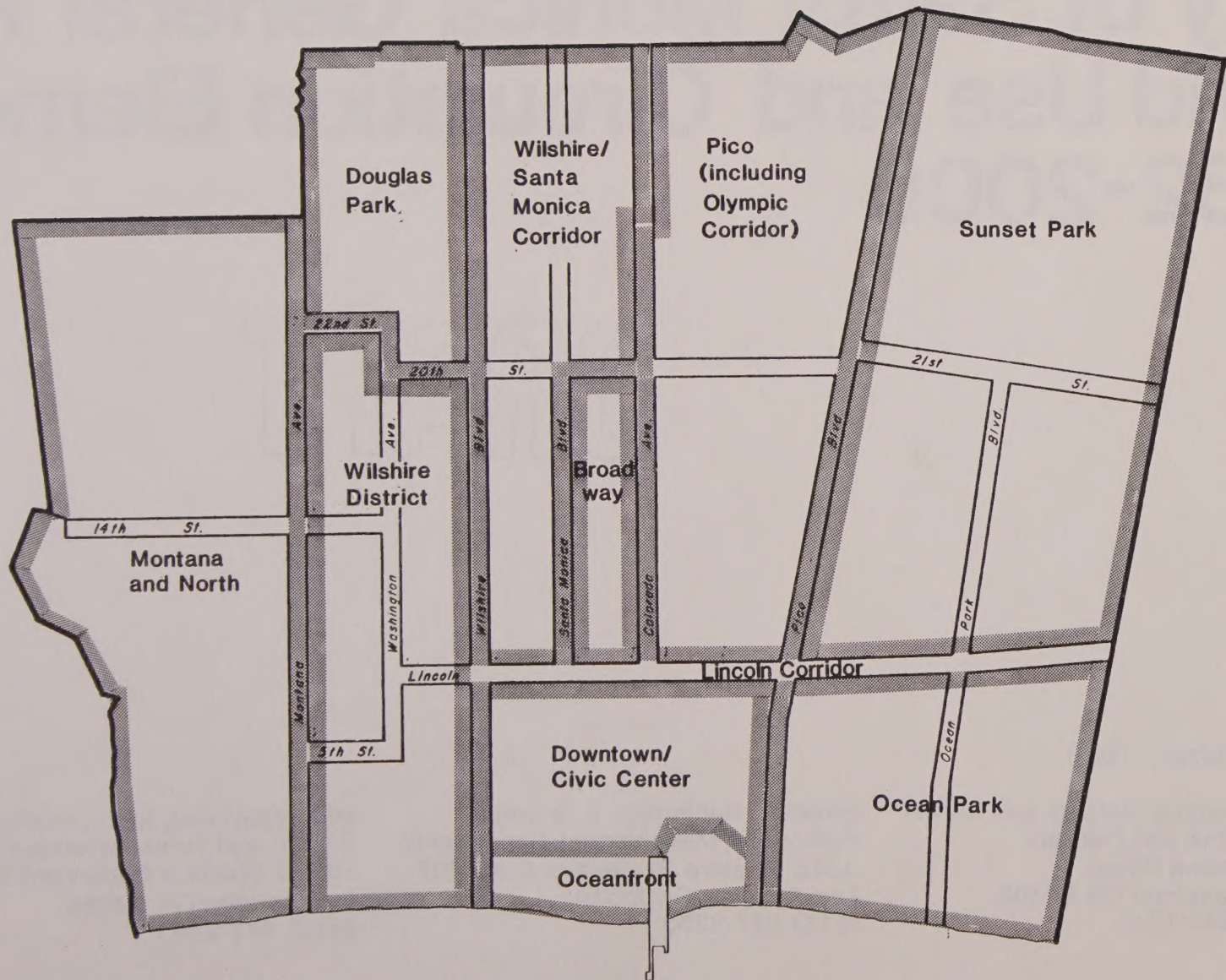
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**Neighborhood / District  
Boundaries**



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# PROLOGUE



## The Heritage

Santa Monica has a wealth of inherent assests to protect. It has a reputation as one of the most desirable communities in the Los Angeles region, as a result of the combination of four valuable attributes:

- o An ocean frontage providing a mild climate, excellent air quality, and an accessible three-mile beachfront.
- o A strong sense of place, created by the rich architectural and cultural heritage, a busy Downtown, numerous vital neighborhood commercial areas, and characteristic street plantings and well-tended parks, among them one of greatest oceanfront parks in the world, Palisades Park.
- o A convenient location with easy access to important destinations, such as westside employment centers, the Los Angeles International Airport, and Downtown Los Angeles.
- o Perhaps most important, the diversity of cultures and lifestyles accommodated in pleasant, stable, mature, and varied residential neighborhoods.

It is largely to protect this valuable civic legacy that the Land Use and Circulation Elements are dedicated.

## The Challenge

There is little doubt that over the next twenty years, Santa Monica will continue to grow and change. Its population will increase by about five percent. Its commercial sector will grow much faster, with projections that suggest a demand for 74 percent more office space than now exists and 31 percent more retail space. There are no natural constraints to restrict

this increased growth which cannot be mitigated or overcome. There are no shortages in the capacity of public utilities and infrastructure that cannot be expanded. There is no shortage of land that can be economically recycled into new uses or to higher intensities.

The major problem the city faces is that current land use and circulation policies and current zoning regulations do not direct Santa Monica's growth with sufficient care and sensitivity. If all commercial land were developed to the absolute maximum currently permitted by existing zoning regulations, the city could contain 182 million square feet of development. Accommodating the traffic generated by this development would require the construction of 31 six-lane arterials. Clearly, this is not the vision of the future shared by most of the residents of this community.

For Santa Monica, the important and positive role of economic growth, and its resultant development activity, must be recognized. Future development can assure the city a sound revenue base and provide residents with employment opportunities. But, for the city to retain its desirable character, it must adopt land use and circulation policies that not only accommodate future growth, but channel that growth to areas of the city where it is most appropriate, and also regulate the quality of new development. Balancing growth, guiding growth, and carefully controlling the quality and integrity of that growth is a challenging task, but one which will ensure that Santa Monica remains a desirable , but dynamic community.

## A Vision of the Future for Santa Monica

Rising to the challenge of preserving Santa Monica's assets is the scope of the Land Use and Circulation Elements. Based on twelve months of planning analysis



and community participation, this plan has evolved. Central elements of the plan may best be explained by a walk through Santa Monica in the year 2000.

In the year 2000, the residents of Santa Monica live in neighborhoods that have retained their character and identity over the past decades. Changes have taken place, and new housing has been built, but the distinct nature of these living places has been complemented by this new construction. Most residents live on quiet residential streets which are free from an excess of traffic that shortcuts through the neighborhoods. Residents are able to walk to their nearby neighborhood commercial area and purchase the goods and services which fulfill their daily needs.

In the year 2000, the beach continues to attract millions of visitors each year. Many of these visitors arrive by the new transit line that connect Santa Monica with Downtown Los Angeles and other communities served by the expanded Metrorail system. People using the beach just south of the newly reconstructed Pier are able to buy food at the concession stands situated along the Promenade where surface parking lots were once located. Many people enjoy dining at the terrace restaurants which overlook the sand. These restaurants were built as part of the new Ocean Avenue hotels.

In the year 2000, visitors to Santa Monica are able to stay at the wide variety of new hotels in various areas of the city. Most, however, prefer to stay at the Oceanfront hotels along Ocean Avenue. This area is popular with visitors because of its close proximity to the beach, Pier, Downtown, and Main Street, and the convenient shuttle bus to other visitor-serving areas. Guests enjoy strolling along Ocean Avenue or dining at the outdoor sidewalk cafes. Business guests appreciate the close proximity to the new high-tech conference center adjoining the Santa Monica Civic Auditorium. Many people, visitors and residents alike, are attracted to the architecturally striking

mixed-use project that has recently been completed by the RAND Corporation. Palisades Park now extends most of the length of the city -- to Crescent Bay Park and the southern beaches.

In the year 2000, the Downtown is considered to be the true focus of the community, with a wide variety of activities taking place. The new Westside extension of the County's Metrorail system terminates in the Downtown, and the area has much easier access to the Santa Monica Freeway since the Fourth Street on-ramp was built. The many new housing units and hotel rooms that have been built in Downtown ensure that there are people in the area at all times of day and night. These people, other residents of the city, workers, and visitors patronize the shops, services, restaurants, theaters, and art galleries that have flourished there. A major anchor development at the north end of the Santa Monica Mall near Wilshire Boulevard has contributed to the revitalization of the downtown core. The Mall is lined with a mix of uses for all types of people with many shops, cafes, and cultural facilities. Residents, hotel guests, and office workers are able to view this dynamic interaction from apartment and guest room terraces above.

In the year 2000, the businesses in the Olympic Corridor provide a wide variety of job opportunities for city residents and others. The eastern portion is a heavily landscaped business park, containing many establishments offering jobs in high-tech and research and development fields, as well as other more general office categories. The western part of the Corridor is a bustle of activity generated by artisans and craftsmen. Many industrial, manufacturing, and service businesses remain from the 1980s, intermixed with artist studios and lofts. The entire Corridor is linked with a new linear park alongside the Metrorail line in the former railroad right-of-way. This park contains a jogging trail used by area workers and a bike path used by children who attend the various schools located in the Corridor.



In the year 2000, the Boulevards have retained their important role in the economic life of the community by providing much of the city's retail and office space. The newly constructed buildings complement the character and nature of the street, are of a scale that is compatible with the adjacent residential neighborhoods, and permit ample light and air to reach the street level. Pedestrians enjoy the special design features of these newer buildings that make walking a pleasant and joyful experience. Visitors are amazed with the grace and beauty of the boulevards enhanced by public art, street furniture, landscaping, and special design features that characterize each street.

Santa Monica Boulevard between Downtown and 20th Street is still auto row, but enclosed salesrooms have replaced the surface lots.

The city hospitals have not expanded significantly; what growth has occurred has taken place on land formerly used for surface parking. As a result, the incursion of hospitals and health care facilities into residential neighborhoods that took place prior to 1980 has been abated.

Broadway between Downtown and 20th is the center of a revitalized residential neighborhood. Housing predominates on Broadway, intermixed with ground floor convenience and service commercial uses.

Everywhere people are using transit and sharing rides more than was typical in the period prior to 1980. Traffic actually seems to have lessened, even with the growth that has taken place over the last twenty years. People are enthusiastically biking on improved trails, and there seems to be a great increase in the number of people who walk between home, work, school, and shopping.

We end our imaginary year 2000 tour with a clearer vision to guide us in the intervening years, and a renewed resolve to preserve the city of Santa Monica as a place:

- o where residential neighborhoods retain their unique characteristics, neighborhood identities, and wide diversity, and are protected from the undesirable intrusions that sometimes occur from adjacent commercial activities.
- o where the quality of life and the quality of the environment are improved with ample parks and other public open spaces, expanded recreational opportunities, improved and varied transportation systems, reduced congestion, better air quality, and a quieter place in which to live, work, and visit.
- o where the city's economic growth provides ample job opportunities for community residents, and assures adequate revenue for required and valuable city services and functions.
- o where the downtown and other important areas of the city are economically viable and attract their fair share of the region's growth.
- o where the city retains its unique identity, charts its own future, and does not become an anonymous part of the large Los Angeles region.

The following document is intended to ensure that Santa Monica will remain a richly varied and desirable community as it enters the twenty-first century.

# I. INTRODUCTION AND PLANNING GOALS



## Purpose

Santa Monica's existing Land Use and Circulation Elements were adopted in 1958. Since then, there have been numerous changes and a sense of growing urgency for more explicit attention to the city's growth and development. The General Plan process required by state law is the logical first step in addressing these issues.

The purpose of the present revision to these Elements of the General Plan is

- To comply with relevant state general plan law and guidelines.
- To provide citizens with background information about their community, and allow them the opportunity to participate in planning and policy making.
- To establish the foundation for further planning and implementation efforts, such as zoning amendment and specific area planning.

## What is a General Plan?

A general plan is a long-term, comprehensive guide which addresses all aspects of future growth, development, and conservation within a city or county. Because a general plan is a long-range document, it usually addresses conditions up to a point approximately twenty years in the future. It is intended to describe a generalized "vision" of the city's proposed future pattern of growth and development.

In addition to guiding future growth, a general plan is legally binding on local jurisdictions. Once a city or county has formally adopted a general plan,

new development approved by the jurisdiction must be in keeping with the plan's objectives, policies, and proposals.

State law establishes certain minimum requirements which a city or county must meet regarding the substance and content of a general plan. The most basic and perhaps significant requirement is that a general plan must consist of a diagram or diagrams and a text which set forth the city's long-range goals and objectives as well as policies, standards, and plan proposals designed to make sure that the goals and objectives are met. A general plan also must address nine subject areas: land use, circulation, housing, conservation, open space, seismic safety, noise, scenic highways, and safety. All of the various component parts of a general plan, when taken together, are required to comprise a document which is integrated and internally consistent.

The Land Use Element of the General Plan is required to include policies which designate the proposed general distribution and location of housing, business, industry, open space, education, public buildings and grounds, and other categories of land use. Policy standards of population density and building use intensity must also be indicated. The Land Use Element is not intended to state specific development standards, but will suggest appropriate ranges of development densities and intensities for all land use districts. Specific standards will be selected from the suggested ranges when subsequent implementation measures such as zoning code revisions and other city ordinances are undertaken.

The Circulation Element is required to identify policy for the general location and extent of existing and proposed major roads, highways, railroad and transit routes, and other non-motorized means of transportation.



The Land Use and Circulation Elements are almost inseparably related. The nature, routing, and design of circulation facilities are among the major determinants of the form of human settlement and of the uses of the land. Conversely, land uses create demand for circulation facilities. Because of this close interaction, this document combines these two Elements.

### Why Revise the General Plan

Since the last Land Use and Circulation Elements were adopted, Santa Monica's comprehensive land use planning efforts have been limited to an update of existing land use prepared by the City Planning Department in 1975. Between 1975 and 1982, accelerating growth and its resultant development pressure in the city have represented an unprecedented challenge to the city's development management techniques, including planning and zoning. Regulations have failed to keep abreast of the concern of most Santa Monicans for protecting the quality of life.

Current public concern regarding land use and circulation policy was brought about by the combined effect of the following factors between the years 1975 and 1982:

- o Over 4,000,000 square feet of new office space
- o Over 1,000,000 square feet of new retail space
- o A ten percent net decrease in industrial acreage
- o A 20-percent increase in the number of buildings over four stories
- o A 33-percent increase in commercial building intensity as measured in Floor Area Ratio (see Glossary)
- o An accelerated increase in traffic volumes, from one percent per year prior to 1975 to three percent per year since 1975

- o A drop in transit usage by 1-3 percent per year, due to fare increases
- o Domination of residential construction by new condominiums, with very little addition to the rental stock

In 1981, the City Council recognized that land use and circulation policies needed study and possible revisions in order to respond to the above factors. The City Council initiated a development moratorium and appointed several citizen task forces comprised of residents and business people to study the city's development policies and development standards and to make recommendations to the Council on appropriate changes. After receiving the Task Forces' recommendations, the City Council lifted the development moratorium, enacted an interim development permit approval process, and adopted Resolution 6385. This Resolution incorporated many of the Task Force recommendations and served both as interim development standards and as a notice of intention to change the city's Zoning Code.

In June 1982, after numerous Planning Commission hearings on the zoning changes proposed in Resolution 6385, the City Council determined that the rezonings anticipated in Resolution 6385 could not be completed without additional study. The City Council directed the Planning Commission to begin revising the city's Land Use Element of the General Plan and to consider the zoning changes proposed in Resolution 6385 in its revision of the Element.

It also became evident that the city's Circulation Element needed revision so the City Council approved a contract with the present consultant team to prepare both a new Land Use and a new Circulation Element.

The consultant team began preparatory studies that form the technical background for these revised Elements in August 1982.

## The Planning Process and Planning Goals

Planning is a problem-solving process. It begins with an identification of key issues and formulation of goals intended to focus subsequent work. Issue analysis includes a review of relevant local and regional plans. The next task is a thorough diagnosis of the place in terms of its ongoing natural and cultural processes. Based on this analysis, the next phase is the presentation of alternative courses of action, and assessment of the costs and benefits of each alternative. Selection of the best plan calls for an evaluation of "fitness" against the goals adopted at the outset. The final product of the planning process is land use and circulation plan proposals, policy, and implementation strategy.

The Work Flow Chart (Figure 1) illustrates the process of preparing the new Land Use and Circulation Elements. Specific products and unique features are discussed below.

### Identification of Issues and Assumptions --

In September 1982, the Planning Commission approved a list of key issues to be studied in the Land Use and Circulation Elements. The issues were identified from various sources, including reports from the City Council-appointed Residential and Commercial/Industrial Development Task Forces, the Chamber of Commerce, responses to a questionnaire that was mailed to 51 groups and individuals, and review of numerous Santa Monica planning reports and documents.

During the formulation of Issues, a number of areas were specified as not requiring further proposals at this time, i.e., "given" for the purposes of the Plan Update study. The following are the assumptions regarding these areas:

Main Street -- Incorporate the provisions of the Main Street Zoning regulations.

Santa Monica Pier -- Designate the Pier as a commercial recreational area and incorporate the Pier Development Guidelines.

Ocean Park Redevelopment Area -- Incorporate provisions of the Redevelopment Area Plan.

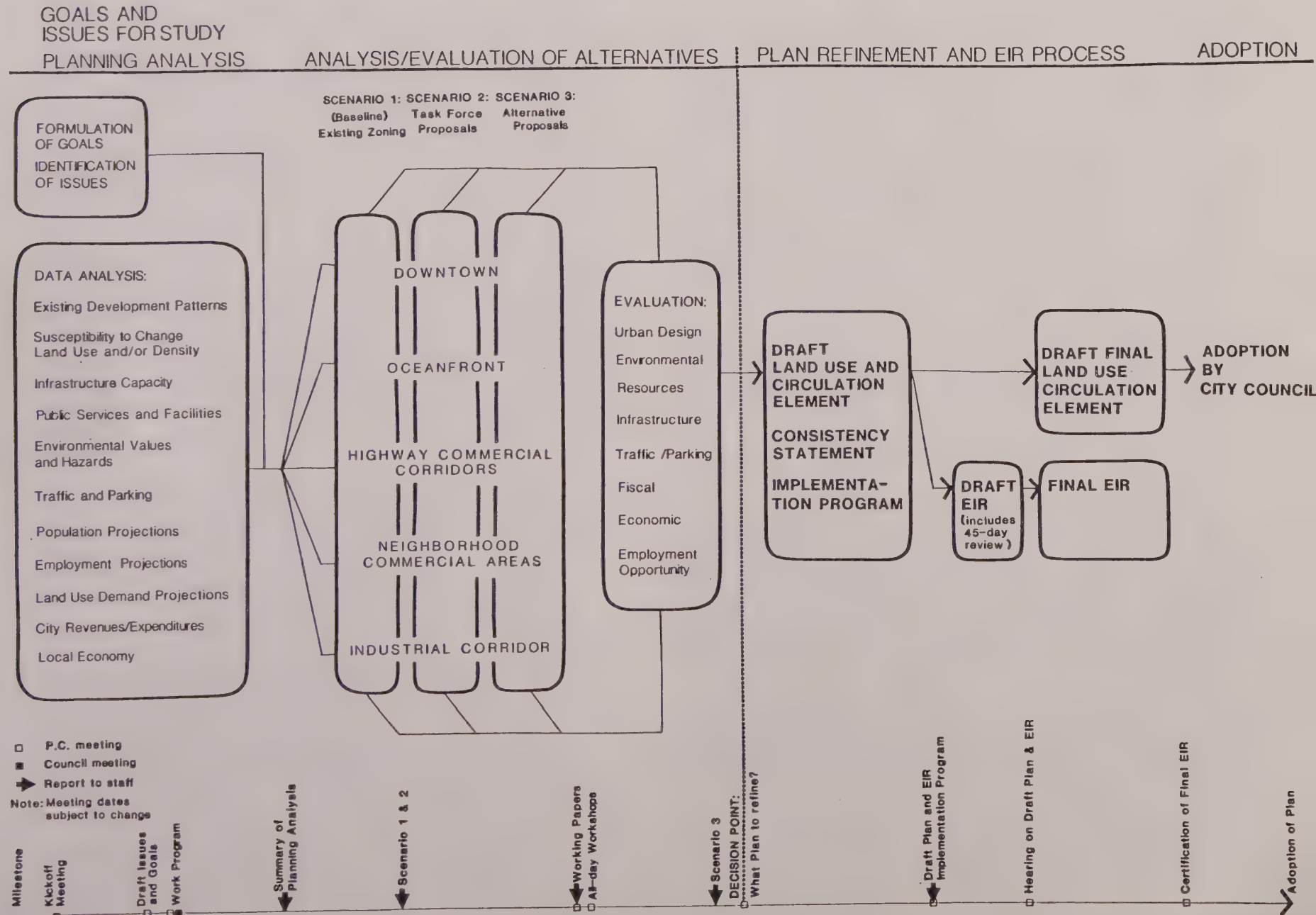
Airport -- Designate the airport land in a land use category that will permit airport and airport-related uses and other non-airport uses that would be appropriate in the area.

### Goal Formulation --

Following the identification of issues, the Commission determined that the overall goal of the Land Use and Circulation Elements would be to promote balanced growth, as opposed to no growth or uncontrolled growth in the city. Further, it directed that the Land Use and Circulation Elements seek to ensure:

- 1) adequate general revenue to the city,
- 2) employment opportunities for all residents,
- 3) support for a broad and balanced range of businesses and for all existing businesses, particularly for small businesses, for neighborhood-serving businesses, and for Santa Monica residents who want to start businesses in the city,
- 4) protection, maintenance, and expansion of the city's supply of housing for both tenants and homeowners that is affordable to all income groups,
- 5) preservation and improvement of Santa Monica's physical (natural) and built environment, with special attention to traffic and utility systems, and
- 6) consideration to the problems of unemployed and underemployed residents.

**Figure 1:**  
**WORK FLOW CHART: CITY OF SANTA MONICA GENERAL PLAN LAND USE AND CIRCULATION ELEMENTS** OCTOBER 29, 1982





These goals were not ranked, but were meant to be interactive. The goals were intended as preliminary direction for the consultants and were not meant to prohibit the consultants from using their professional judgment in considering other goals and principals over the course of the revision process.

#### Planning Analysis --

In March 1983, three background technical reports were released for public review:

- Demographic and Economic Projections and Fiscal Analysis, which contains projections of population and employment, and market demand for office space, retail space, industrial space, hotel rooms, and residential dwelling units. It also includes a city-wide demographic and fiscal evaluation of Scenario 1 (continuation of current zoning to the year 2000) and Scenario 2 (implementation of Resolution 6385 development guidelines to the year 2000).
- Land Use and Environmental Analysis, which describes existing land use patterns, changes from 1975 to 1982, land susceptible to change, environmental and infrastructure capacity, and the city-wide land use and environmental effects of Scenarios 1 and 2.
- Circulation Analysis, which presents a discussion of existing circulation systems, changes in the period between 1975 and 1982, capacity to accept future growth, and the city-wide circulation effects of Scenarios 1 and 2.

#### Issue Area and City-wide Alternative Analysis --

A unique feature of the Elements' work program was the preparation of Issue Papers for five areas of Santa Monica: the industrial corridor, the neighborhood

commercial areas, the downtown, the major highway commercial corridors, and the oceanfront.

In March and April 1983, the five Issue Papers were released for public review. Each paper described the recent trends and current conditions in the subarea, and the potential effects of Scenarios 1 and 2. In addition, the consultants presented their Scenario 3 alternative and the likely results of the alternative policies for each subarea. In April and May 1983, the Planning Commission held a series of five public workshops at sites in each Issue Paper area.

In May and June 1983, the Planning Commission held public meetings on the city-wide effects of consultant proposed Scenario 3. At the conclusion of those meetings, the consultants were directed to draft the Land Use and Circulation Elements based on the Scenario 3 concept with certain amendments generated from public testimony. These public comments and Planning Commission directions have helped guide the preparation of the proposed Plan Elements.

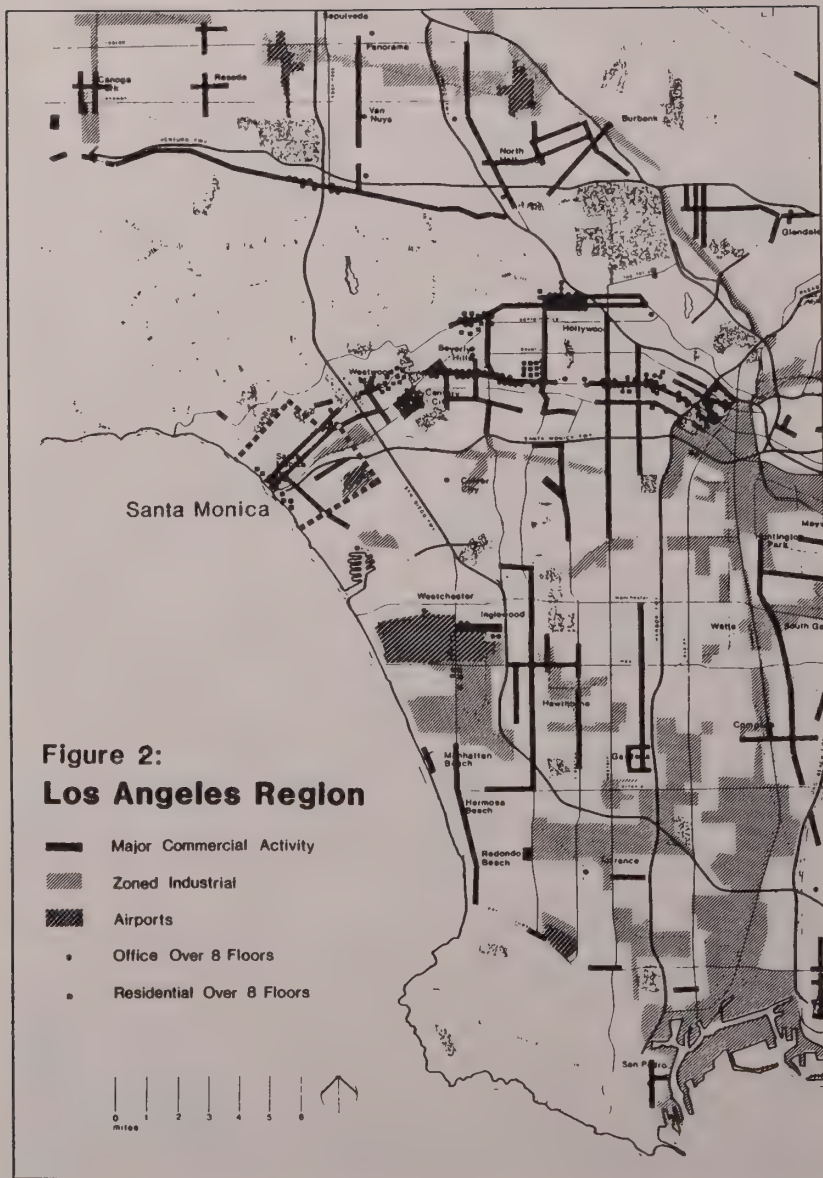
For further information on the above background documents, please refer to the separate Technical Appendix to these Elements.



Issue Paper Workshop

## II. PLANNING BACKGROUND





## Purpose

This chapter describes Santa Monica's land use and circulation relationships to its regional and local community context. Also provided is a brief sketch describing the history of Santa Monica.

## Regional Context

The Los Angeles region is now the second largest population concentration and economic center in the country, ranking second only to New York city. Projections indicate that it will remain one of the fastest growing of the large urban regions in the United States.

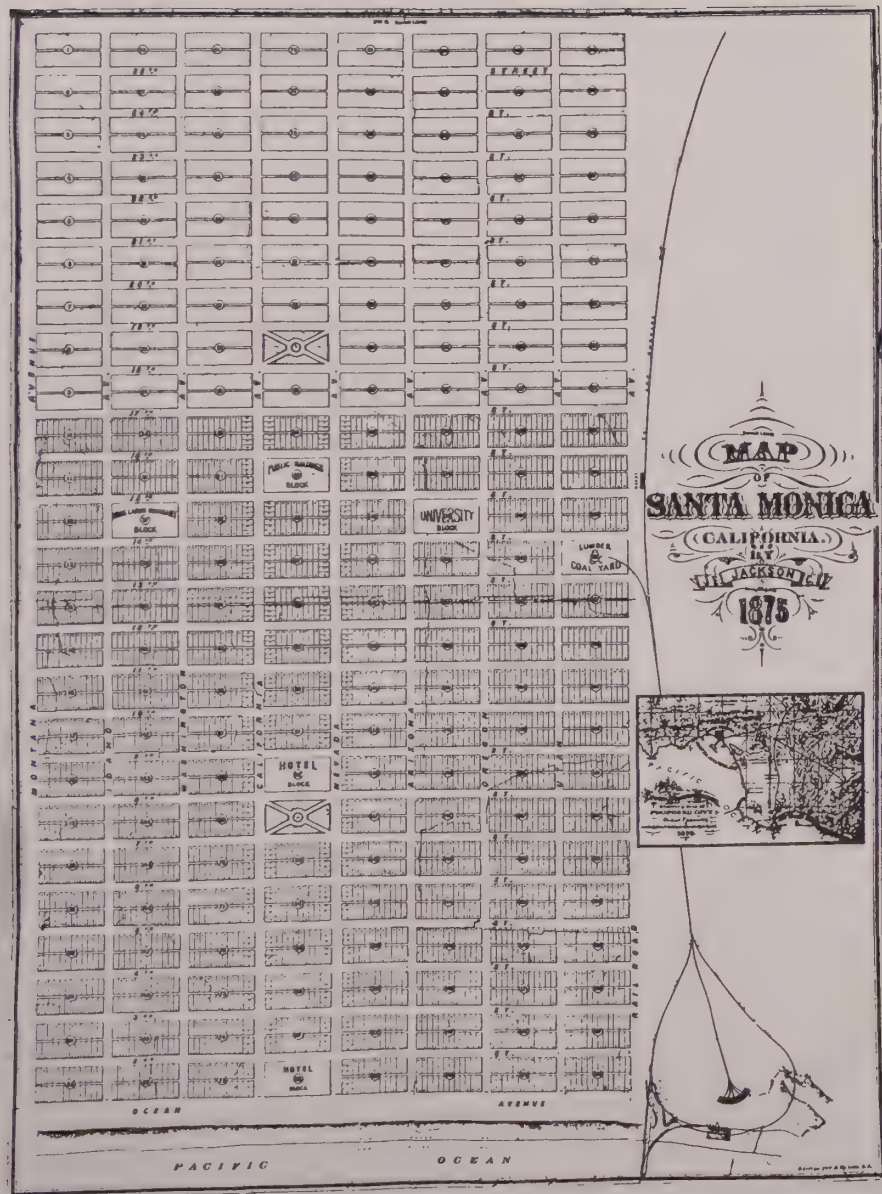
Santa Monica is one of nineteen growth centers in the Los Angeles region identified in the Southern California Association of Government (SCAG) Regional Plan. Other nearby growth centers include Century City, Westwood, and the Los Angeles International Airport area. Because Santa Monica is the logical extension of the Wilshire Boulevard growth corridor westward, and also has a direct link to the airport via Lincoln Boulevard southward, it is sure to feel the effects of future regional growth trends.

An important regional project affecting Santa Monica is the future extension of the county's Metrorail system from Downtown Los Angeles to Santa Monica. The proposed route is either by way of the Southern Pacific right-of-way through the Olympic Corridor or under Wilshire Boulevard.

## Local Planning Context

Santa Monica is surrounded on three sides by the Los Angeles communities of Venice, Mar Vista, West Los Angeles, Brentwood, and Pacific Palisades. Proposed





projects in and General Plans for these communities have been considered in preparing this update to the Land Use and Circulation Elements.

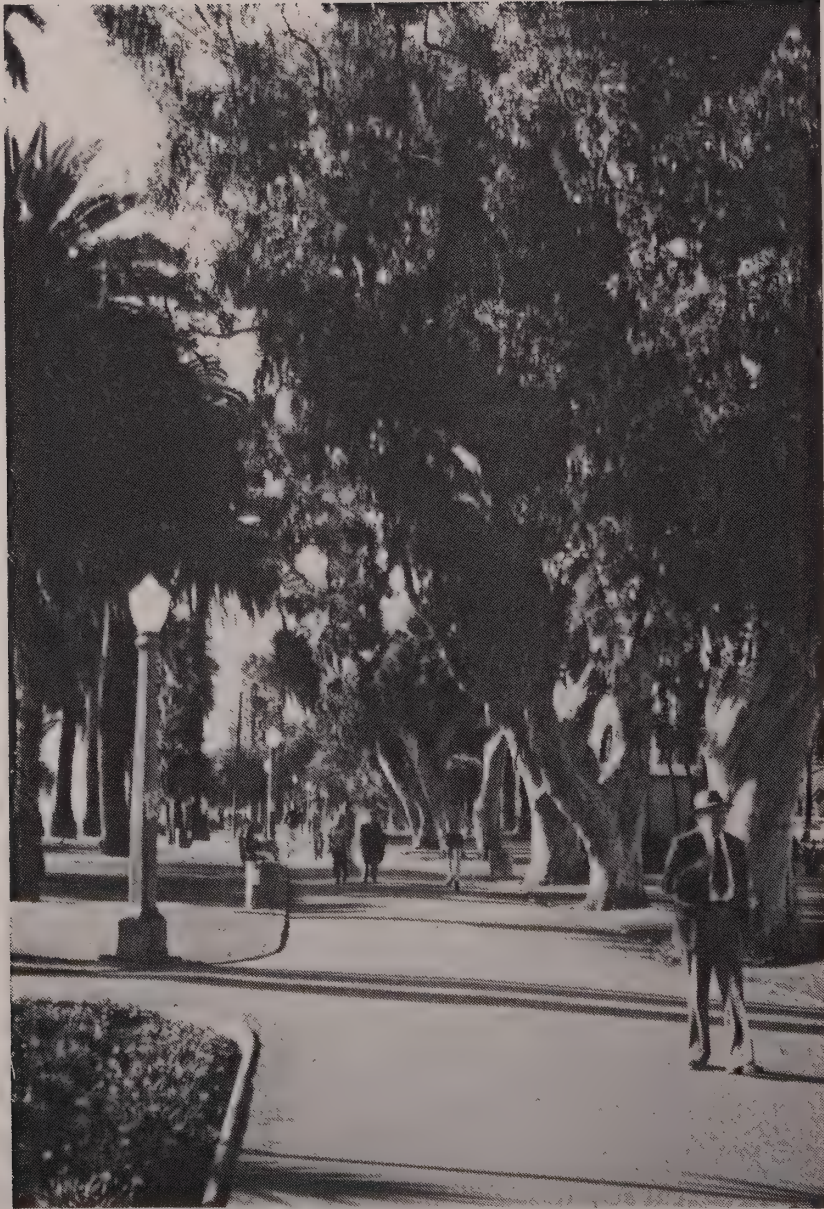
A number of proposed projects in surrounding communities are particularly relevant to planning for Santa Monica. The most notable project is in the Marina del Rey/Ballona area south of Santa Monica. The proposed Playa Vista project and new marina development will add 4.7 million square feet of office and retail space, 4,200 hotel rooms, and 6,500 residential units. In West Los Angeles adjacent to Santa Monica, recent new projects will add about 4.3 million square feet of new office space to the current inventory by the end of the decade.

General Plans reviewed for surrounding communities indicate a commitment to growth management in order to preserve the existing quality of life. For instance, allowable building height was reduced from unlimited to three stories on West Los Angeles commercial corridors, including Wilshire, Santa Monica, and Pico Boulevards adjacent to Santa Monica. In Brentwood, plans recently adopted for San Vicente Boulevard have recommended urban design guidelines to enhance and preserve the pedestrian scale and character of this important neighborhood commercial street. Similar guidelines are being prepared for Pacific Palisades in order to preserve the village atmosphere that is so important to its residents.

### Historical Background

Santa Monica's land use and circulation pattern, as well as its visual character, date back to its origins in the period between 1875 - 1900 as a seaside "beach community" and shipping port. Hotels, summer cottages, and visitor-serving commercial uses flourished because of its mediterranean weather, serene lifestyle, sea, beaches, and well-tended parks.





Palisades Park 1983

As the city's function as a shipping port declined in the period 1900 - 1930, the railroad continued to attract industry to the area. The newly built Pacific Electric Railway trolley line linking the city to Downtown Los Angeles brought in large numbers of tourists and attracted many full-time residents. It was during this period that the amusement piers were built. Income residential uses continued to be built for tourists, and single-family homes were built for year-round residents. The city adopted its first zoning ordinance in 1912 and amended it in 1922 and 1929. The relative location of allowable land uses has not changed since. In 1929, Douglas Aircraft Company located next to the city's airport at Clover Field. This event signaled a major economic expansion and concomitant population growth.

Growth continued, but at a slower rate during the next three decades. In 1956, the city's General Plan was revised, and, in 1965, Santa Monica Mall was built to bolster the city's tax base and stimulate the revitalization of Downtown. In 1966, the Santa Monica Freeway was opened, providing improved access to the rest of the Los Angeles region. The freeway brought about a boom in apartment and condominium construction that continued until the economic recession in the late 1970s. During the 1970s, Douglas Aircraft Company relocated, as did many other allied industries, to suburban industrial parks which provided inexpensive land for modern facilities and expansion, better transportation access, lower cost labor force, and closer proximity to affordable housing. As a result, much of the city's industrial district has been privately redeveloped to office uses or remains underutilized. In 1980, Santa Monica Place opened, providing the city with a regional shopping mall.

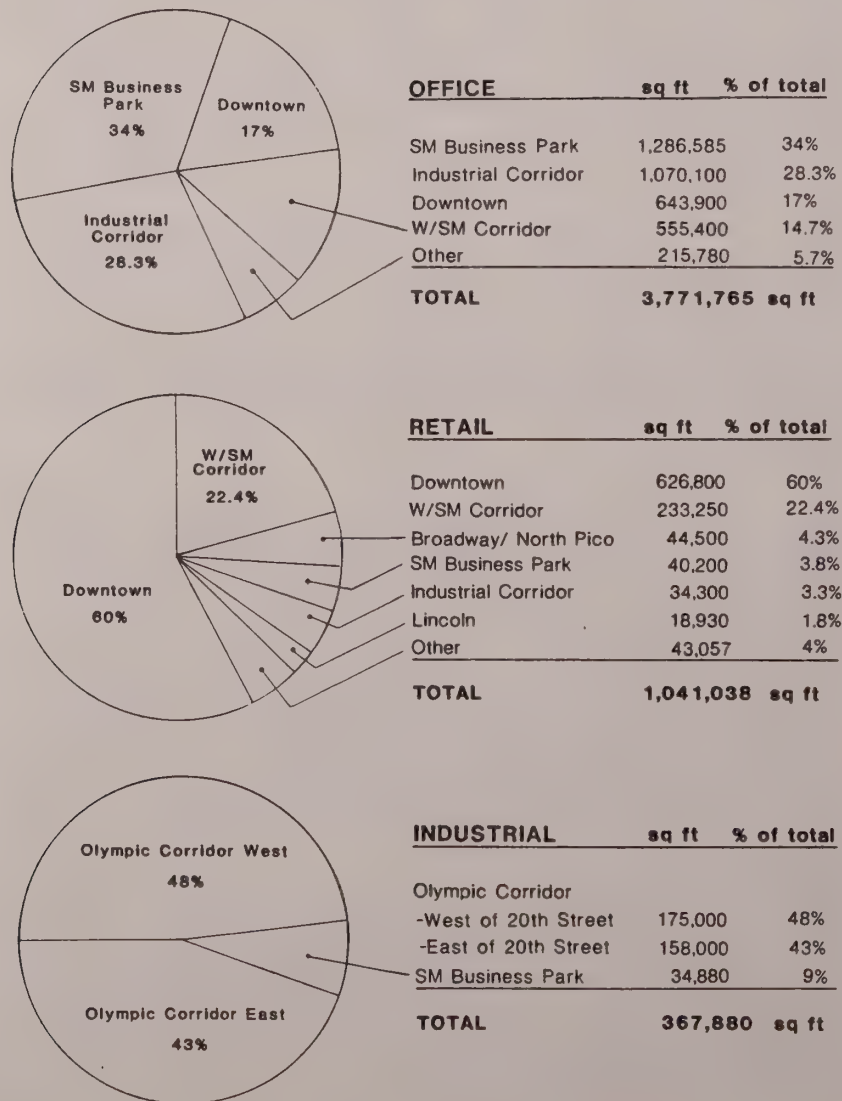
Today, Santa Monica still retains the flavor of a "beach community," with a pleasantly low scale, an abundance of sunlight, sea air, and ocean views, and an engaging mix of incomes and lifestyles.

### III. KEY FINDINGS





**Figure 3:**  
**Growth 1975-82: Land Use Allocation by Area**



## Purpose

This chapter describes recent land use and demographic trends, demographic and development forecasts to the year 2000, environmental holding capacities, and background city-wide circulation information. In addition, relevant land use findings are described for sub-areas of the city. This background information is critical to formulating land use and circulation policy for the next twenty years, since it is important to base future policy on past experiences and future projections.

## Citywide Land Use and Development Trends

The following section will outline key findings concerning development trends in the period between 1975 and 1982. These trends are an excellent indicator of what can be expected in the future.

### Office --

The most dramatic trend from 1975 to 1982 was the increase in office space. During this period, 2,644,065 square feet were built, with an additional 1,439,000 square feet either under construction or with a development agreement. This total addition of 4.08 million square feet in seven years is more than the entire amount of office space existing before 1975.

Sub-areas of the city which have experienced new office growth are illustrated by Figure 3, "Growth 1975 - 1982: Land Use Allocation by Area." Santa Monica Business Park was one of the largest projects built during the analysis period, and a project of similar size is not expected due to lack of a comparable site in the same general location. The table below presents the distribution of office growth by city sub-area with and without Santa Monica Business Park. The

column that does not include Santa Monica Business Park provides an indication of where likely office growth would occur if present trends were extrapolated into the future.

Santa Monica Business Park	34.3%	Not included
Industrial Corridor	28.3	43.0%
Downtown	17.0	26.0
Wilshire/SM Corridor	14.7	22.0
Broadway	1.8	3.0
Lincoln	1.5	2.5
Pico	1.5	2.5
Other	.9	1.0
Total	100.0%	100.0%

Since Santa Monica's current land use policy does not address desired form and character of development, many of the recent office buildings have exhibited materials, color, and massing alien to the surrounding context, and have caused excessive shading of public spaces and adjacent residential land uses. Along the commercial corridor there have been many complaints of traffic incursion and parking shortages in nearby residential neighborhoods. In addition, there has been growing concern that new office buildings have not contributed to the pedestrian environment at the ground level.

There have been three generalizable types of office space built in recent years.

- "Corporate headquarters" or custom-type space, such as is common in recent construction along Wilshire Boulevard.
- "General" or speculative office space, primarily oriented to professional tenants.
- "Large-floor" space, a new hybrid that is suited both to the needs of certain office users (e.g., architects and engineers) and also to research and development users (e.g., advanced technology).

## Retail --

There were over a million new square feet of new retail space constructed since 1975; Figure 3 shows their allocation by area. Much of this is accounted for by Santa Monica Place, a 476,000-square-foot complex of shops and restaurants located at the southern end of Santa Monica Mall. Despite construction of this major regional shopping center, the rest of Downtown has received very little new retail investment.

After Downtown, the Wilshire/Santa Monica Corridor is clearly the second most attractive area for new retail development. The other areas -- Broadway, Lincoln, Santa Monica Business Park, and the Industrial Corridor -- all received very small percentages of retail growth; all together they totaled 17 percent, while the Wilshire/Santa Monica Corridor alone received 22.4 percent.

Two significant trends are affecting neighborhood-serving retail areas. In some areas, notably Montana Avenue, specialized stores or "boutiques" and office development are threatening displacement of neighborhood-serving uses such as bakeries, supermarkets, and cleaning establishments. And some areas of the city lack concentrations of neighborhood-serving uses. Residents of the Pico neighborhood suggest that the loss of the only major supermarket serving their area is signalling the decline of neighborhood commercial retail services necessary to serve local needs.

## Industrial --

Another important trend illustrated by analysis of land use changes since 1975 is that there was a net loss of industrial uses -- a decrease of about 10 percent in acres of industrial land use since 1975 (see Table 1). The total new industrial space added since 1975 was 367,880 square feet.



Table 1

Land Use in Acres - 1975 to 1982

Use	1975 Total(1)	1982 Total	Change as a % of 1975
Residential	2370.5	2344 (2)	- 1.1
Commercial (retail and office)	314.7	381.7	+21.3
Industrial	414.6	372.6	-10.1
Public Recreation	221.4	233.8	+ 5.6
Other Public and Quasi-Public	443.4	431.7	- 2.6
Vacant Land	43.4	43.4	0
Streets & Rights of Way	1527	1527	0
Total	5335	5335 (excluding annexation)	

- (1) Source: Table 19 of 1975 Land Use Study  
(2) Residential was obtained as the residual of all other uses.

Table 2

Residential Units: Change 1975-82

Area	1975 Units	Net Change	1982 Units	Proposed Projects	% of Total Change
Montana and North	5,151	129	5,280	0	12.0
Douglas Park	1,397	11	1,408	0	1.0
Wilshire District	12,038	64	12,102	0	6.0
Wilshire/ Santa Monica Corridor	5,527	36	5,563	25	5.8
Downtown	1,721	-71	1,650	139	6.5
Broadway Pico	1,518	-39	1,479	25	---
(including Industrial Corridor)	3,764	29	3,793	55	8.0
Sunset Park	6,593	36	6,629	25	5.8
Ocean Park	6,554	305	6,859	276	55.5
Total	44,263	500	44,763	545	1045 units

Table 3

Development Intensity: Change 1975-82

Land Use:	Residential	Office	Retail	Office/ Retail	Industrial	Public & Quasi- Public	Vacant	Streets	TOTAL
1975: Acres (1) SF or DU FAR	2,370.5 44,263 units ---	3,845,903 ---	4,442,962 ---	314.7 8,288,865 .6	414.6 2,904,120 .16	664.8 --- ---	43.8 --- ---	1,527 --- ---	5,335 --- ---
1975-1982, New Acres New SF or DU Average FAR	(26.5) 500 ---	79.35 4,083,065 1.0	33.31 1,041,038 .72	67.0(2) --- ---	(40.6) 367,880 .356	(11.7) --- ---	11 --- ---	0 --- ---	--- --- ---
1982: Acres SF or DU FAR	2,344 (3) 44,763 ---	7,928,968 ---	5,484,000 ---	381.7 13,412,968 .8	374.0 3,272,000 .20	653.1 --- ---	54.4 --- ---	1,527 --- ---	5,335 (4) --- ---
1975-1982, Acres SF or DU FAR (% Change)	(1.1) 1.0 ---	--- 363 ---	--- 23.3 ---	21.3 182 33.3	9.8 12.6 25.0	(2.6) --- ---	25 --- ---	0 --- ---	--- --- ---

- (1) 1975 Land Use Study  
(2) 67.0 acres does not correspond to (office + retail); it is net of loss to other uses in the 1975 - 1982 period.  
(3) Residential change was a residual of all uses.  
(4) Excludes annexation.

The majority of new industrial projects, both in number and in volume of space, have located in the western portion of the Olympic Corridor. Most of these projects have fitted the pattern of "incubator industry" -- new ventures needing a small amount of space and small lot size (less than one acre). This type of use is well suited to the typically small parcelization in the Olympic Corridor west of 20th Street.

In the eastern Olympic Corridor, where parcels are generally much larger, the typical development has not been traditional industry, but rather office or a mix of office with warehouse/distribution facilities.

#### Hotels --

Only since 1981 have new first class hotels been proposed by developers and approved by the city. Until that time, little new hotel development had been discussed. Three projects currently being proposed, when constructed, should add about 830 new rooms to the city's hotel room inventory of 983 rooms. However, only about 300 of these rooms are to be built in the Oceanfront area of the city. About 130 rooms are proposed for an addition to a hotel that is located just east of the Oceanfront area and 400 rooms are proposed for the Olympic Corridor in the Colorado Place development.

#### Commercial Development Intensity --

The leading indicator of development intensity is the ratio of building area to lot area, commonly called the floor area ratio, or FAR. The FAR compares the area of a building to the area of its lot (see Glossary).

Table 3 illustrates the changes in development intensity from 1975 to 1982. Current average FARs remain extremely low: 0.64 for commercial and 0.2 for industrial. However, they have increased considerably

since 1975: by 33 percent and 25 percent, respectively. This is a reflection of the comparatively high average FARs for recent projects: 1.0 for office, 0.72 for retail, and 0.36 for industrial.

The practical maximum development intensity of recent projects has to a great extent been limited by parking requirements. Office buildings have typically been six to twelve stories with four levels of below grade parking; a high water table and construction economics prevent deeper excavation. This yields a maximum intensity in the range of a 3.1 to 3.8 FAR. Most retail and industrial projects provide surface parking, except in the Downtown Parking District. The parking requirements generate an amount of parking equal to the amount of building square footage. This yields an intensity of 0.5 to 1.0 FAR.

Continued increases in land costs are changing the land utilization trends, however. In many areas of Santa Monica, it now costs a developer more to buy land for surface parking than to pay the cost premium for structured parking. In the future, it is likely that parking for retail uses will be accommodated in structures, except for a limited amount of convenience parking.

A second indicator of development intensity is building heights. Existing building heights are predominantly two stories over most of the city. This low "beach community" scale is exceeded only in a few locations, notably parts of Downtown, along Ocean Avenue and Wilshire Boulevard, and the hospital sites.

#### Residential Development and Density Trends --

Table 2 summarizes residential change from 1975 to the present, by area. These figures indicate that the majority of residential growth took place in neighborhoods nearest the ocean, the city's prime amenity.



The intensity of recent residential development has largely been determined not by the density allowable by zoning, but by parking requirements, combined with the standard 50 x 150 parcelization pattern. The typical recent project accommodates six units and the required two spaces per unit on a standard lot, yielding a net density of 35 units per acre.

Except for considerable infilling of blocks nearest the Ocean, as discussed above, residential density has changed very little since 1975. Parking problems have occurred in some districts because new residential construction is not required to provide guest parking, and many older residential developments provided inadequate parking for tenants.

## Baseline Demographic and Development Forecasts 1982-2000

### Assumptions --

These baseline demographic and development forecasts are based on regional economic forces and assume no city interventions that would suppress or enhance Santa Monica's share of the region's growth.

### Demographic Projections --

Santa Monica's population is projected to grow by approximately 4,000 persons, from 88,314 in 1980 to 92,899 in the year 2000 -- an increase of less than 5 percent. Employment is projected to increase from 55,000 to 83,000. This is an addition of almost 30,000 jobs -- an increase of more than 50 percent.

### Demand Forecast --

Office space is forecast to increase by 74 percent, or 3,849,271 square feet of new space. Retail space is expected to grow by 31 percent, or 1,705,221 square feet of new space. Industrial is projected to increase by only 7.4 percent, or 237,830 square feet. Hotel rooms are expected to at least double the current 950 first-class rooms. Approximately 2,000 additional dwelling units are expected. Growth allocation by area is projected to follow trends set during the period 1975-1982, setting aside the two unique projects of Santa Monica Place and Santa Monica Business Park.

### Supply Forecast --

The amount of land available to accommodate forecast demand has been estimated by a "susceptibility to change" analysis. This method classifies existing development in terms of the likelihood of its permanence. The analytic method is analogous to property appraisal procedures which assume that new,

large, modern structures are more resistant to change than old, small, obsolete or structurally unsound buildings.

The following indicators were used to determine relative susceptibility to change:

Assumed permanent:

- Residential uses
- Recent projects
- Historic landmarks
- Long-term public and quasi-public uses
- Uses whose existing value exceeds the value to be gained by demolishing and rebuilding

Assumed susceptible to change:

- Proposed projects
- The reciprocal of what is assumed permanent

In a separate analysis, development potential was tested against forecast demand, using a range of FAR assumptions based on past building activity. In every case, there was at least twice the amount of development potential as needed to accommodate demand. This 2:1 ratio accounts for the fact that some owners may be unwilling to put their land on the market even though it is judged "susceptible to change."

Further explanation of the methodology and findings of this analysis can be found in the Land Use and Environmental Analysis: Background to the Issue Papers.

#### Environmental Holding Capacity

Early stages of the planning study included investigation of possible natural and infrastructural limitations to development. The findings of this investigation are detailed in the Land Use and Environmental Analysis: Background to the Issue Papers. They can be summarized as follows:

#### Natural Environment --

Geologic, hydrologic, biologic, climatic, noise, and air quality factors were investigated in preparation of this plan. There are no natural constraints to development which cannot be mitigated by currently acceptable construction technology.

#### Public Services, Facilities and Utilities --

Capacity analyses were prepared for the following public facilities and utilities: sewer, water, storm drainage, power, gas, telephone, parks and recreation, police and fire protection, schools, and solid waste. Existing and planned improvements should accommodate forecast growth, except for public parks, where the current 45-acre shortfall to meet standards set forth in the Open Space Element will grow to 55 acres, based on year 2000 forecast population.



## Area-Specific Land Use Findings

### Downtown --

The major problem in the area surrounding Santa Monica Mall is lack of market synergy, such as would be generated by a concentration of comparison retail and other complementary uses. Despite the addition of Santa Monica Place at the southern end of the Mall, there have not been enough attractions or incentives to offset the inherent disadvantages of the area: small parcelization, fragmented ownership, poor access to parking, lack of curbside visibility, lack of a second activity-generator at the Wilshire Boulevard end of the Mall, and competition for other retail districts in the city. Despite numerous plans to improve the Mall, it has continued to stagnate or even decline.

In the remainder of the Downtown area, the problem is not a lack of demand; there has been considerable office development activity in the eastern portion. However, development has been uncoordinated in terms of urban design. Current city policy encourages additional housing in the eastern portion of Downtown; however, there are not sufficient amenities or focus to cause residential uses to be developed. An example of such a beneficial amenity or focus would be a major park in the eastern portion of Downtown.

Downtown has the best combined infrastructure capacity and access in the city. Development can be concentrated there with minimum adverse affects of traffic congestion and encroachment into residential neighborhoods.

### Neighborhood Commercial Concentrations --

One way to encourage a cohesive and well-functioning neighborhood is to ensure that day-to-day needs of residents are fulfilled by nearby shops, preferably within walking distance. Certain areas now have a

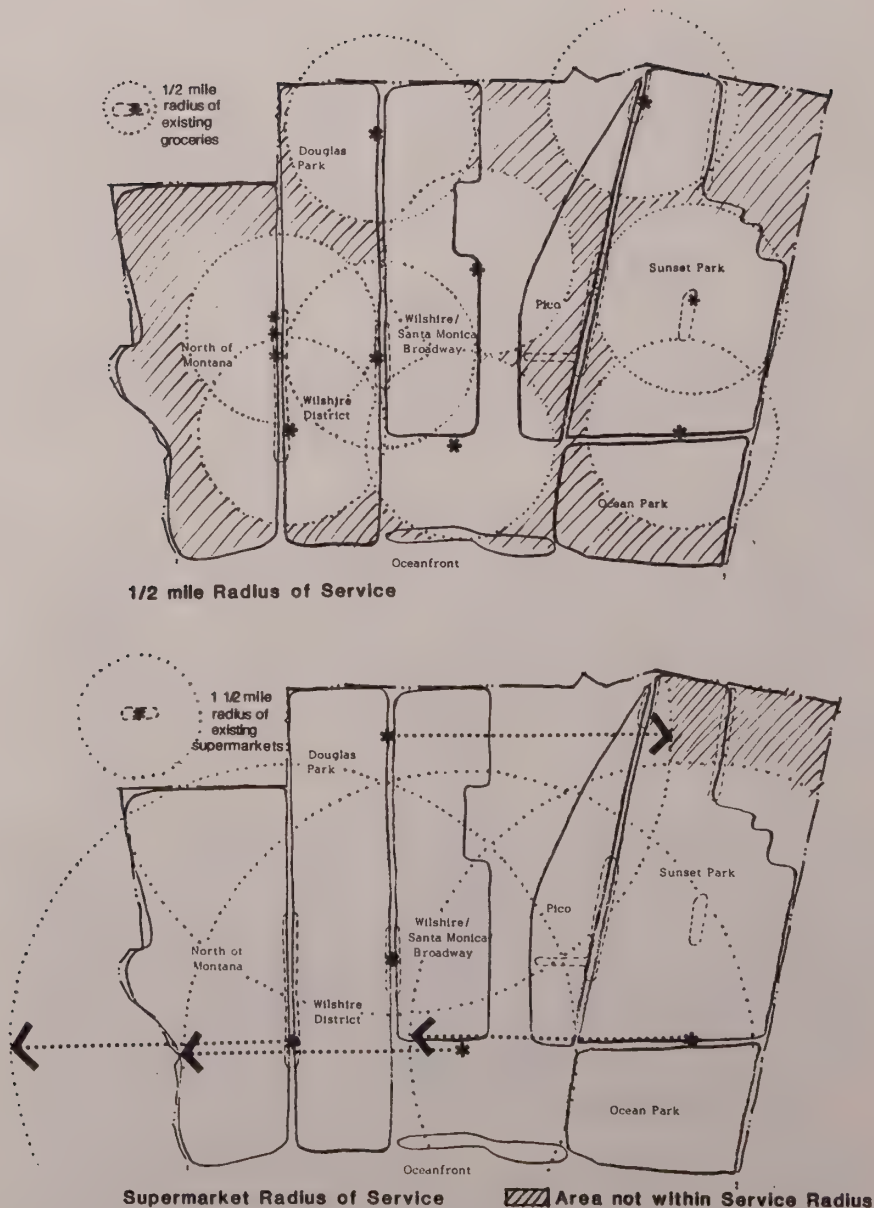


Figure 4: Alternative Trade Area Standards

valuable concentration of such uses: Montana Avenue and Wilshire Boulevard from 12th to 16th Streets are prime examples.

These valuable concentrations of neighborhood goods and services are in danger of being pushed out by higher-rent boutiques and offices in some areas, most notably Montana Avenue. In other areas, there is a perceived need of specific uses, for example, a supermarket on Pico), or proliferation of certain undesirable uses, for example, liquor stores.

For the purpose of assessing the successful functioning of neighborhood commercial concentrations, at least two measures are useful. First, the presence of a major food market is necessary to "anchor" the collection of smaller shops and services. The radius of service of major supermarkets is one to one and a half miles; by this criterion, most of Santa Monica is covered by the trade areas of the four existing supermarkets. The radius of service of a "junior market" or grocery is one-quarter to one-half mile, or a five-to ten-minute walk. Montana Avenue has four grocery stores, while Pico Boulevard has only one serving a similar residential area. Figure 4 illustrates the location of existing groceries in the city.

A second measure of the health of neighborhood commercial areas is the percentage of street frontage occupied by qualifying neighborhood-serving uses. Montana Avenue, and Wilshire Boulevard between 12th and 16th Streets, are generally considered to be extremely well functioning neighborhood commercial streets. This study found that neighborhood-oriented uses (including retail shops) occupied 66 percent of the Montana Avenue street frontage, and 85 percent of the frontage along Wilshire from 12th to 16th.

## Olympic Corridor --

The key to the future of the former "Industrial Corridor" is the changing trends in its uses and types of employment. This area, which is adjacent to and north of the freeway, has traditionally accommodated industrial and manufacturing uses because of its proximity to the railroad.

There is only a limited amount of industrial demand forecast for the next twenty years in Santa Monica. This projection is the result of regional trends which suggest a continued decline of industry and an increase of new research and development and high-technology sectors.

As the charts in Figure 5 illustrate, the percent of space in the Olympic Corridor devoted to industrial uses declined 13 percent between 1978 and 1982, while advanced technology space increased 45 percent, and office space increased 33 percent. Employment exhibited the same trends -- stagnation or decline of traditional industry and a rise in office and high-technology sectors.

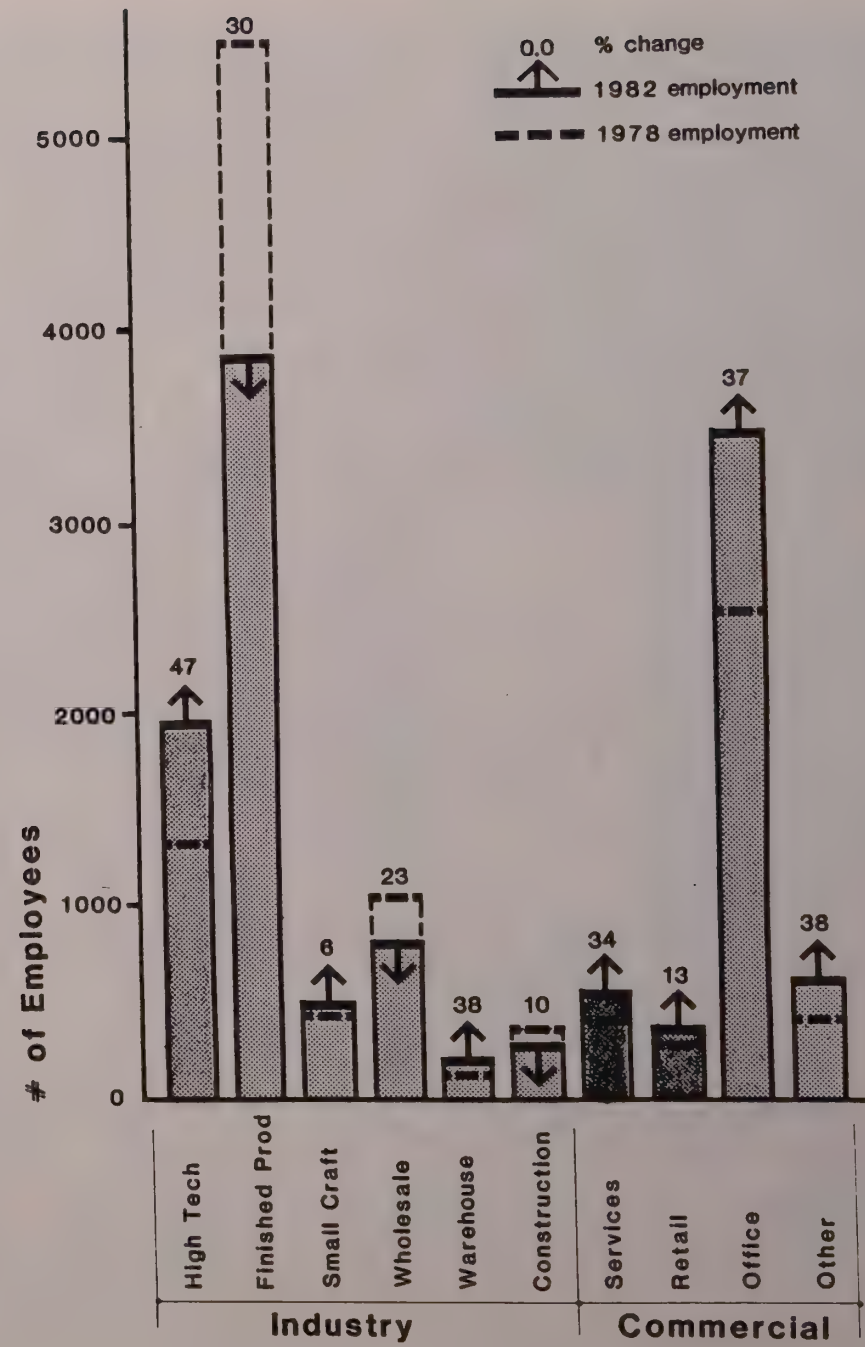
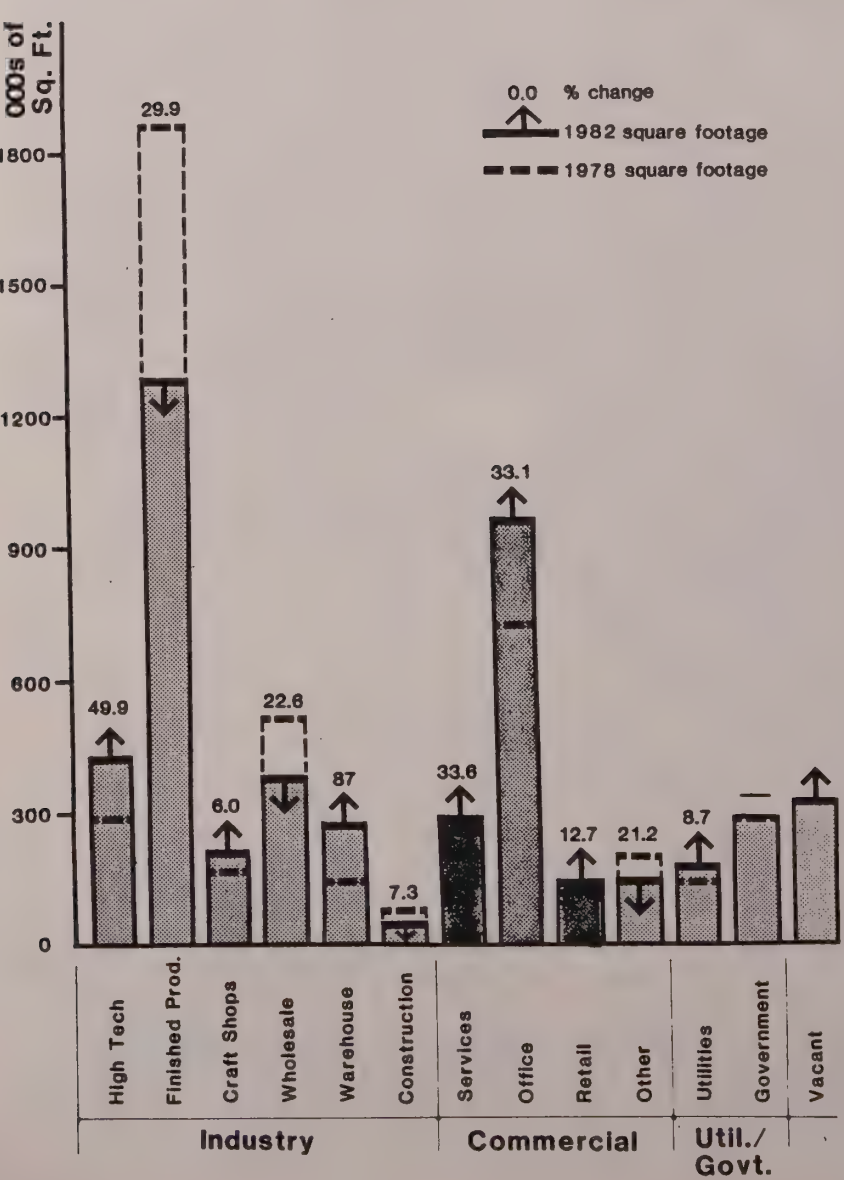
Because of its excellent freeway access, large parcelization, and low density existing development, the eastern part of the Olympic Corridor presents a prime opportunity for Santa Monica to capture some of these new uses and the concomitant employment and revenues they imply. The area is large enough to accommodate both the new uses and the forecast demand for traditional industry, which is valuable as a source of entry-level and low-skill jobs.

## Wilshire/Santa Monica Corridor --

Wilshire Boulevard has for many years been both an important circulation link and a commercial corridor. In recent years, there has been growing pressure for high-intensity commercial development as a logical extension of prestige office development on the Los



Figure 5:  
**Olympic Corridor: Trends In Use and Employment**



Angeles portion of Wilshire. The typical project of the last decade was a six- to twelve-story office tower -- a departure from Santa Monica's predominately one- to three-story scale.

Another important characteristic of Wilshire Boulevard is the exemplary neighborhood commercial concentration from 12th to 16th Streets, as previously described.

Santa Monica Boulevard is notable for three uses: automobiles showrooms, hospitals, and offices. East of 20th Street, medical-related facilities, professional offices, and the GTE complex are the major land uses. West of 20th Street is the city's major concentration of "Auto Row" uses. The sales tax generated from auto sales makes them a valuable revenue source to the city.

High intensity commercial development in the Wilshire and Santa Monica Corridor has caused significant intrusions on the adjacent residential neighborhoods -- increased traffic on residential streets, shortage of on-street parking space, increased noise, undesirable effects result from the incompatibility of the high-intensity commercial corridor with adjacent residential development.

#### Broadway --

The key finding relevant to Broadway between Downtown and 20th Street is its high percentage of vacant commercially-zoned land, inter-mixed with residential uses. There is frequent use of commercially zoned parcels for auto storage and other "backup uses" for Auto Row on Santa Monica Boulevard. Mid-blocks are stable residential use, providing some of the most economical rental housing in Santa Monica.

Broadway is at a turning point. If left alone, it would receive a large amount of new commercial projects because of the abundant land susceptible to

change in the next twenty years. However, its commercial functions can be fulfilled by numerous other streets. A more unique opportunity for Broadway is its potential to knit the surrounding residential neighborhood together again.

#### Pico --

There are two neighborhood commercial areas on Pico Boulevard: one near Santa Monica College and the other near the eastern city limits. The service commercial portions of Pico Boulevard have languished in recent years in comparison with the commercial corridors discussed above. Pico neighborhood residents perceive a lack of certain neighborhood-serving uses, chiefly a major supermarket, and an excess of certain other uses, primarily liquor stores.

#### Lincoln --

There has been very little recent development on Lincoln south of the freeway. The present visual character of Lincoln is dominated by highway strip commercial development.

#### Oceanfront --

This area has dramatically declined since its early days when the Promenade and Pier were lined with hotels, bathhouses, ballrooms, and restaurants. There are only a few reminders of this past glory -- the Carousel, the former Casa Del Mar Hotel (now a health center), and the Breakers Hotel (now an apartment building). Currently, large areas along the Promenade are devoted to surface parking -- a sea of asphalt separating the city from its greatest resource, and despoiling its visual character.

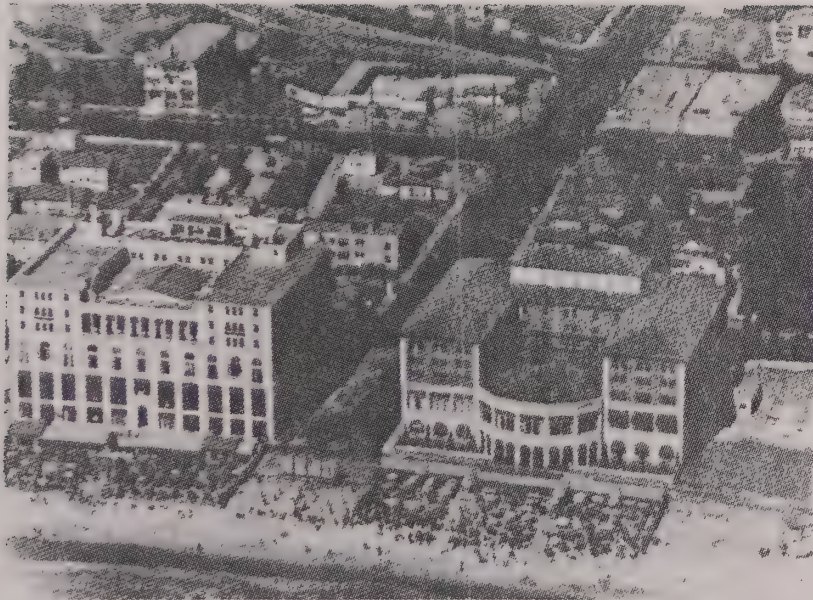
There are a number of large parcels offering particular opportunities for accommodating new visitor-related development and recreational amenities. Chief among these are the Rand properties and the site of





Beachfront activities...cafes, concessions, entertainment, lodgings, shops





**Oceanfront as it was... Beach Clubs and Hotels**



**Oceanfront as it is... Parking Lots**

the former grand Deauville Hotel, north of the Pier. The Rand properties include almost the entire block between Main Street and Ocean Avenue, Pico Boulevard and the Freeway. This is a very strategic location for mixed-use development reinforcing the new hotel concentration, and for strong physical and visual links from the Civic Center to the water. The Deauville site has been mentioned as a possible location for Pier parking. The air rights of the parking could be used for new visitor-oriented development and linked to the Pier, to greatly expand the range of activity and economic vitality of the whole area.



## Citywide Circulation

### Traffic --

The existing street network in Santa Monica is basically a grid system which is bisected by the Santa Monica Freeway. The locations of the freeway interchanges and overcrossings, as well as the interrelationship of Santa Monica's streets with those of the surrounding street network of the city of Los Angeles, cause traffic to be concentrated on a relatively limited number of major streets.

Since 1975, traffic volumes on many of these major streets have been increasing at the rate of approximately three percent per year. Prior to 1975, traffic had been increasing at a slower rate approximately one to two percent per year.

In addition to the growth in traffic volumes, several other changes have occurred to the Santa Monica circulation network since 1975. Most of these changes have aimed to decrease the capacity of predominantly residential streets and de-emphasize their use for through-traffic-carrying purposes. Modifications to the striping on 26th, 11th, and 14th Streets have converted them from four-lane streets (either all day or during peak hours only) to two-lane streets, with continuous left-turn lanes.

Two previous one-way streets in Downtown, 6th Street and Arizona Street, were made two-way, thereby reducing their traffic-carrying capacities.

The capacity of a circulation network is expressed in terms of the average daily traffic volumes (ADT) that its streets can accommodate. Capacity is primarily a function of the number of lanes on the street, but it is also influenced by a variety of other factors, such as the presence or absence of on-street parking, percentage of buses and trucks, number of driveways, location and timing of traffic signals, lane widths, and amount of pedestrian/bicycle traffic. The volume

of traffic that can be accommodated on a particular street is also somewhat a function of the peaking characteristics of the traffic. In other words, if a large percentage of the traffic on a particular street occurs during the peak hour, the roadway may appear to be at capacity at a much lower ADT than a comparable roadway, where the traffic is spread more evenly throughout the day.

The physical capacities of most of the streets in Santa Monica fall into one of the following four categories:

- o two-lane street: capacity = 20,000 vehicles/day
- o two-lane street with left-turn lanes: capacity = 25,000 vehicles/day
- o four-lane street: capacity = 45,000 vehicles/day
- o four-lane street with left-turn lanes: capacity = 53,000 vehicles/day

When ADTs on roadways reach approximately 75 percent of the daily capacity, peak hour conditions will be approaching full capacity. In 1983, 75 percent of capacity has been reached at three locations: Cloverfield and Lincoln Interchanges to the Santa Monica Freeway, and Lincoln Boulevard, south of Broadway. On all of the other major streets in the city there is additional capacity available to accommodate traffic generated by new development.

Lincoln Boulevard and Cloverfield Avenue provide access for both Santa Monica and regional traffic bound to/from the Santa Monica Freeway, which causes them to be so heavily utilized. Diversion of traffic onto residential streets from these facilities and the major streets accessing them is beginning to occur, particularly adjacent to Lincoln Boulevard.

On residential streets, the physical traffic-carrying capacity of the streets not the most relevant indicator of conditions on these streets. Rather, it is more important to consider the volumes and speed of

vehicles that residents find acceptable on their streets in order to maintain a pleasing residential environment.

#### Parking --

The minimum amount of off-street parking that must be provided by new private developments is specified in the city's zoning ordinance. A preliminary review of the parking requirements for residential, commercial, and hotel land uses was conducted to determine if any changes to these requirements appear warranted to prevent future development from exacerbating on-street parking problems by not providing enough off-street parking to meet their needs.

In the higher-density residential neighborhoods, there is a shortage of on-street parking in the evening hours, indicating that adequate off-street parking for residents and their visitors is not readily available.

In the commercial districts, the on-street parking problems appear to be related to one of three factors: (1) at some office developments, the monthly cost to park in the development's parking facility is higher than many employees are willing to bear, and they park on the street instead, (2) retail establishments prefer to devote all or most of their parking supply to customer parking, and employees are encouraged to park on the street, or (3) many businesses are located in buildings that provide inadequate or no parking.

The current parking requirement for hotels in Santa Monica is less than that recommended in the Zoning and Planning Standard Guidelines for Parking, published by the Institute of Transportation Engineers. It should be reviewed carefully and probably increased to one space per room for hotels of all sizes.

There is a large amount of state-owned surface parking along the beach. These lots receive heavy "surge" use on summer weekends, but are largely vacant during the week.

#### Transit --

Transit service in Santa Monica is provided by Santa Monica Municipal Bus lines on twelve routes and by the Southern California Rapid Transit District on seven routes. The heaviest concentration of transit service is provided in the Downtown and along Wilshire and Santa Monica Boulevards. Current transit usage is approximately 5 percent (12 percent at peak hours).

In the recent past, transit ridership has decreased by 1 to 3 percent per year, primarily as a result of transit fare increases and the leveling off of gasoline price increases. Subsidies have helped stabilize transit fares in the past, but are expected to be sharply decreased in the future, as transit funds are diverted to rail mass transit systems in the county. Transit ridership is fare-sensitive; therefore, the expected fare increases are likely to result in continued decline in ridership.

The Los Angeles County Transportation Commission is currently studying alternate routes for extending rapid transit facilities throughout the county. Two potential routes in Santa Monica are being considered which could eventually provide rapid, mass transit service to the city: (1) an extension of the Metro-rail subway under Wilshire Boulevard to 4th Street, and (2) a light rail line through the Olympic Corridor. It appears that the Olympic Corridor light rail line has the greatest potential for implementation because of the availability of right-of-way, cost savings, and future development potential in comparison to the Wilshire Boulevard alternative.



## Bicycle and Pedestrian Facilities --

Most of the areas of the city of Santa Monica have a bicycle facility either proposed or existing within them. The one major area of the city that does not currently have any streets designated as bicycle routes is the southeast portion of the city in the Pico and Sunset Park neighborhoods. Also, a north-south bicycle facility connecting this area to the north side of the Santa Monica Freeway has not been designated.

Besides sidewalks along all major streets, a limited number of exclusive facilities for pedestrians are currently provided in Santa Monica. These include the Palisades Park walkways, the Promenade, and Santa Monica Mall. Wheelchair ramps have been provided at most intersections in Downtown and along Wilshire and Santa Monica Boulevards.

## Future Transportation Capacity --

Transportation system capacity is sensitive to the implementation of both structural (high capital cost) and operational (low capital cost) improvements. Structural or hardware improvements include road widening or new transit hardware. Operational improvements generally fall under Transportation System Management. Transportation System Management (TSM) actions are designed to improve transportation services by making more efficient use of the existing system. Many TSM measures require little capital and can be implemented in the near-term. Some of the actions are innovative, but many, such as traffic operations improvements, have been used for some time. TSM emphasizes a unified multi-modal approach to planning and implementation, and is most effective in reducing the external effects of transportation, such as degraded air quality, energy consumption, and noise.

The major categories of TSM include:

- o Traffic operations improvements;
- o Improvements designed to increase vehicle occupancy; and
- o Non-motorized transportation improvements.

These TSM techniques are described in the following paragraphs:

Traffic operation improvements are designed to make more efficient use of existing roadway facilities by directly controlling the flow of traffic. Projects proposed in the city could include such actions as freeway ramp metering, traffic signal system improvements, signing, pavement striping, traffic channelization, the relocation of transit stops, and the construction of bus bays, and staggered work hours.

Ridesharing and HOV improvements are aimed at reducing the number of vehicles on the road by increasing either the number of passengers per automobile or the number of transit riders. Actions include implementing express lanes and on-ramp lanes for high occupancy vehicles, preferential parking for carpools/vanpools, improved transit service, and subsidization of transit and/or vanpools costs.

Non-motorized transportation improvements are designed to encourage use of bicycles and walking as an alternative to the automobile. Typical improvements that encourage bike use include widened shoulders on highways, bikeways, and bicycle storage facilities.

Typical improvements that encourage walking includes completing missing links in the pedestrian system to make walking more convenient and making the existing system more attractive to make walking more pleasant.

## IV. PLAN PRINCIPLES





## Purpose

As discussed in Chapter I, preparation of Land Use and Circulation Elements has been guided by the overall goal of accommodating balanced growth, and six more specific goals for adequate general revenue, housing and employment opportunities, attention to problems of the unemployed and underemployed, support for business, and protection of the environment. In addition, there are a number of further principles stated below which serve to guide future growth and development in the city. Under each principle is a description of major tenets and policy directions, which are addressed in further detail in subsequent chapters.

## Plan Principles

1. The Land Use and Circulation Elements should tailor development potential to more closely approximate the actual demand for new floor space which the city or an area is likely to experience in the next twenty years.
  - o Market demand for office, retail, and industrial floor area in Santa Monica is not unlimited since the city is not an island cut off from the regional economy. The city can expect to attract only its fair share of the region's economic growth to the year 2000.
  - o There is likely to be a heavy demand for office space in Santa Monica.
  - o There is likely to be a declining demand for industrial space.
  - o There is likely to be a healthy demand for retail space, but probably not of the scale

which has existed in the past, unless auxiliary uses such as visitor-serving facilities, are augmented.

- o There is likely to be demand for hotel and waterfront activities in the city, given its natural advantages. However, Santa Monica could expand this demand by actively seeking to identify the city as a pleasant visitor-serving recreational area.
  - o There is sufficient land susceptible to change in the city to accommodate this projected growth, augmented by city efforts to expand its visitor potential, without major changes in the character of the city. Should demand in any sector outrun land supply in the future, the Land Use Element should once again be revised.
2. The Land Use Element should guide growth toward the areas of the city best suited to accommodate it from the standpoint of access, existing infrastructure, and minimizing of impact on adjacent residential neighborhoods.
    - o The eastern half of the Olympic Corridor is best suited for large-scale office development since it is adjacent to freeway access and the eastern city limit. This proximity allows direct access to the area by employees and visitors, thus minimizing the amount of traffic that would have to traverse the city to get to this area. However, circulation and urban design improvements must be adopted so as to eliminate the incursion of these developments into adjacent residential neighborhoods and to insure that development is compatible, in terms of scale and bulk, with residential structures.

- o The Downtown area is well suited for concentrating office and comparison retail (versus neighborhood retail) development because it is adjacent to freeway access (especially if the Fourth Street ramp is constructed). While the demand for similar commercial development may be as strong along the Wilshire Corridor as within the Downtown, traffic and existing infrastructure are superior in the Downtown. In addition, the city will benefit from the invigoration of the Downtown to reinforce it as the "heart" of the city. It should be recognized, however, that retail development has not been as intense as it might have been in the Downtown because of competition from other areas. Thus, building intensities should be higher in the Downtown than in any other part of the city, to provide an incentive for development there.
- o Wilshire Boulevard and Santa Monica Boulevard (east of 20th Street) do not have easy access to the freeway and have residential neighborhoods in close proximity on both sides of the streets. As a result, this area should not be the site for a greater share of future growth than it has historically attracted or it would experience an undesirable increase in traffic and parking encroachment into the adjacent residential neighborhoods. The allocated demand for commercial space in this corridor should be accommodated in such a way as to not focus most of the city's future office or comparison retail development there. Such a focus is undesirable because of the increased problems of congestion and traffic encroachment into residential areas that would occur here that retail and office development in the Downtown and in the Industrial Corridor would not create.
- o Broadway, between Downtown and 20th Street, is a street which is undergoing change. It is attractive both as a site for residential and for commercial development. The city does not need a fifth major commercial street, so Broadway should become primarily a residential street. However, existing businesses on the street should be protected.
- o Lincoln Boulevard has become a major local and regional transportation corridor. There is little the city can do except accommodate this use. Therefore, while some traffic congestion on Lincoln Boulevard can be eased by expanding its carrying capacity, congestion must also be reduced by limiting the amount of future growth along this boulevard.
- o Pico Boulevard has not attracted much office development. Because the Pico Neighborhood lacks neighborhood-serving areas, this absence of office pressure should be used as an opportunity for the encouragement of neighborhood-oriented development on Pico Boulevard. Also, trends toward uses which are harmful to the residential area, particularly the expansion of the number of liquor stores, should be controlled.
- o The Oceanfront is a unique and valuable resource which, with some changes to existing street patterns, can become an extraordinarily attractive site for visitor- and recreation-serving activities. The development of visitor-serving uses will enhance the city's future revenue position and provide a source of revenue for other future city services. At the same time, the existing residential mix and public accessibility to the Ocean must be maintained.



3. The Land Use and Circulation Elements should minimize the number and length of automobile trips by locating growth along major alternate transit routes, promoting alternate transit modes, and locating housing near employment districts.

- o The eastern half of the Olympic Corridor is well-suited to accommodate office growth since the Exposition Boulevard light rail line that has been suggested by the Los Angeles County Transportation Commission would probably follow the Southern Pacific Railroad right-of-way through this corridor.

- o The Downtown area is well-suited to concentrate office and comparison retail because of its accessibility, it is served by more bus lines than any other area of the city. The freeway allows more direct access to the area by employees and shoppers, thus minimizing crosstown driving on surface streets. The heavy concentration of bus lines serving Downtown results in more people from more areas being able to arrive by bus than is the potential in other areas of the city.

In addition, the Downtown area would be the most appropriate terminus of any proposed rapid transit line.

- o Wilshire Boulevard and Santa Monica Boulevard are served by transit, but not to the same degree as in the Downtown. Future new transit systems (heavy rail subway) along Wilshire offers sewer advantages to the city than the light rail line to the Downtown. As a result, this area should accommodate only its historically allocated forecast demand.

- o Housing and employment districts should be located in close proximity though not in such a manner as to cause the incursion of traffic and parking from commercial into residential neighborhoods.

- o The Circulation Element should facilitate pedestrian, bicycle, and transit usage.

4. The Land Use and Circulation Elements should propose those key public investment policies that are cost effective, that prevent artificial controls on growth, and that can be accomplished without direct support from the local tax base.

Some examples of these improvements include:

- o Expanding the capacity of the Cloverfield Boulevard freeway on-ramp

- o Constructing a Fourth Street freeway on-ramp

- o Supporting construction of a light rail transit line through the Olympic Corridor to the Downtown area

- o Improving the capacity of Lincoln Boulevard

5. The Land Use Element should protect aspects of Santa Monica which are unique and valued. These include its stable and desirable residential neighborhoods, its easy access to the Oceanfront, its well-maintained parks, its attractive streets, and street tree plantings, its pleasant low building scale, and its sunlit and walkable streets.
- o Santa Monica's residential areas are the very core of her day-to-day life. Neighborhood commercial areas which serve the needs of residents must be retained, protected, and encouraged where necessary. Residential areas must be protected from commercial and traffic intrusion.
  - o The auto dealerships concentrated on Santa Monica Boulevard between 20th Street and Downtown which provide important revenues to the city should be retained. However, new development should be subject to design guidelines to enhance the visual character of the street.
  - o Despite the projected decline in demand for industrial space in Santa Monica, the Olympic Corridor between Downtown and 20th is the location for incubator space for industrial development and a number of manufacturing firms. These should be protected.
  - o The varied character of Santa Monica's population is an enormous asset. The city should provide land uses which encourage the provision of services and employment to its lower income, elderly, and minority populations. A special effort should be made to ensure that an expansion in development in the city carries with it a commitment to provide employment for local residents.
  - o Ocean Avenue is an important street in the city so the design, height, and size of buildings placed on this street should be carefully reviewed. The expansion of view corridors and public access to the Ocean along this street should be a high priority.
  - o The Oceanfront should contain visitor- and recreation-oriented development, but should not displace residential units. The mix of existing residential and new visitor-serving uses in the Oceanfront should reinforce one another and create the ambiance of a resort atmosphere rich with local culture.
  - o The Downtown should clearly be the focus of the city and the center of a variety of activities.
  - o High priority should be given to increasing public park space in conformity with the Open Space Element and Recreation and Parks Commission park and public open space goal of 2.5 acres per 1,000 residents.
  - o Urban design and development standards should be adopted that reduce the perceived bulk and mass of larger buildings and ensure that new development contributes to an active urban pedestrian street environment.



6. The Land Use Element should enhance desirable aspects of Santa Monica which are now being depleted.
  - o The Circulation Element should not only accommodate auto traffic, but should expand opportunities for pedestrian and bicycle transportation and for alternative forms of public transportation. In particular, every effort should be made to shift parking from the beach and to nearby areas so that the city is not physically separated from the sand by a sea of asphalt. The relocation of the parking from the beach should be accompanied by other actions (e.g., implementation of a shuttle system) designed to maintain access to the beach.
  - o Areas of the city which perform specific roles - the Olympic Corridor, the Downtown, the Oceanfront - should be signalled with distinctive trees, gateways, street furniture, and signs.
  - o Development regulations should provide incentives for the revitalization of the Santa Monica Mall.

## V. LAND USE PLAN





## Purpose

This chapter describes the land use plan and policies. The first sections are devoted to a description of the major land use and urban design proposals. Subsequent sections define proposed classification, location, and intensity of land use. The last part of this chapter lists the specific land use and urban design policies.

## Major Proposals

### Land Use and Development Intensity --

Major land use proposals and relative commercial-industrial development intensity are diagrammed in Figures 6 and 7, and are briefly outlined below:

- o Direct the majority of future office and retail growth to the Downtown, the Special Office District, and Wilshire Boulevard. Allocate uses and intensity to reinforce the distinctive roles of these three districts, i.e., (1) concentrate comparison retail and cultural uses in the Downtown, to reinforce it as the focus of the city, (2) locate large-floor office and advanced technology uses in the Special Office District, and (3) locate commercial uses that cannot be accommodated in the Downtown in the Wilshire/Santa Monica Corridor.
- o Create a new visitor-serving concentration in the Oceanfront area, improve the Civic Auditorium by increasing its conference facilities, enhance the Promenade and Pier, extend Palisades Park to Crescent Bay Park, and retain the existing residential mix, in order to capture the potential of this opportunity area as both a revenue generator and an amenity for Santa Monica city residents.
- o Retain and enhance existing concentrations of neighborhood commercial areas to serve all residential districts.
- o Conserve the city's industrial and manufacturing sector, especially valuable "incubator" uses in the western Olympic Corridor.
- o Revitalize Broadway between Downtown and 20th Street as a primarily residential street to unite the surrounding residential neighborhood.
- o Preserve and enhance a favorable environment for residential neighborhoods. Protect housing from all forms of incursion caused by commercial/industrial uses and traffic.

## Major Urban Design Proposals

A necessary complement to the land use provisions of the Plan is a vision of the desired form and character of future development in the city, i.e., its "urban design." Major proposals in this regard are diagrammed in Figure 8.

There are essentially three elements in the urban design strategy:

First, the Plan aims to make the city more "imageable" and its individual elements more recognizable. There are a number of key plan proposals enhance the city's distinctive character and focus:

- o Create a recognizable "signature" for major streets, by the use of characteristic streetscape treatment composed of landscaping, lighting, graphics, and street furniture. Santa Monica has already established this tradition, with palms along Ocean Avenue, deciduous varieties in the residential neighborhoods, etc. The tradition should be extended and reinforced; priority

Figure 6:  
**Major  
 Land Use  
 Proposals**





Figure 7:  
**Intensity of  
 Commercial-  
 Industrial Use**

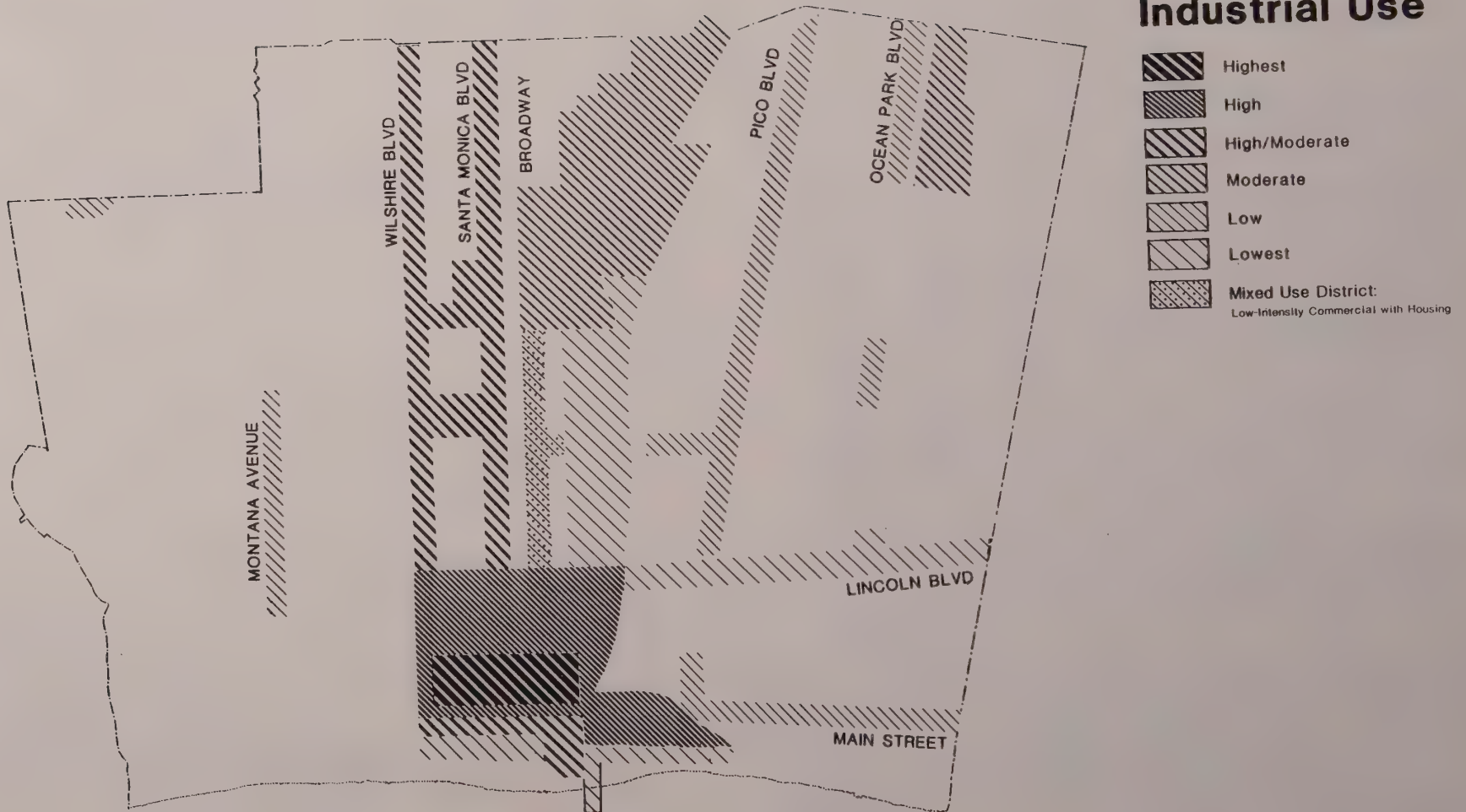


Figure 8:  
**Major  
 Urban Design  
 Proposals**



- ..... Streetscape Improvements
-  Major New Parks
- ★ Enhancement of Special Features
-  Neighborhood Enhancement
- ||||| Scenic Drive Improvements



Figure 9: Image of Santa Monica

Not This. . .



or This. . .



but This. . .

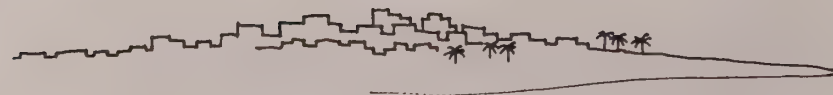


Figure 10: Pedestrian-Scaled Street

streets are those framing Downtown (Ocean, Wilshire, and Colorado) and major entrances to the city (Lincoln, Santa Monica, and Pico Boulevards).

- o Increase the amount and extend the network of public and private open space, especially in the Olympic Corridor area, the eastern portion of Downtown, and the Oceanfront.

Second, the plan aims to encourage compatibility with context. The following proposals illustrate this principle of harmonious interrelationship:

- o Reinforce the city's existing image as a low-scale, light-colored "beach community" (see Figure 9).
- o Conserve historic and architecturally significant buildings and require that new development respect the character of nearby or adjacent historic resources.
- o Ensure a sensitive transition between commercial and residential uses, by means of appropriate height, bulk, and screening guidelines.
- o Maintain the urban image of certain areas by reinforcing a continuous street facade by means of "build-to" lines or zero front setbacks. In other areas, enhance a garden-like image with landscaped setbacks.

Third, the plan aims to improve the street-level environment for pedestrians. Examples of plan proposals to accomplish this include (see Figure 10):

- o Enact solar guidelines to preserve sunlight on sidewalks and public open space, especially during the winter.



- o Control ground floor use to require a majority of street frontage to be "neighborhood commercial" in certain areas, and "active uses" in others.
- o Maintain an attractive and uninterrupted pedestrian path by controlling curbs and driveway outlets.
- o Encourage pedestrian amenities, such as frequent entrances and display windows, outdoor cafes and sidewalk retailing, awnings, signage oriented to walking traffic, usable plazas or parks, public art, and street furniture.
- o Encourage "human-scale" design, by means of articulation of building facade utilizing such features as cornices, columns, entrance archways and arcades.

#### Land Use Classification

The fold-out Land Use Plan at the end of this document indicates the proposed location of land uses in the city, according to the following classification.

**Downtown Core --** The primary concentration of comparison retail (see Glossary) and additional complementary uses, particularly hotels and cultural facilities, but also general office and high density residential uses.

**General Commercial --** Retail, general office, and high-density residential uses.

**Service and Specialty Commercial --** Businesses and services oriented to automobile access. Allowable intensities and building standards should correspond to existing context, current uses, and traffic capacity.

**Neighborhood Commercial --** Goods and services catering to the daily or weekly needs of nearby residents (see Glossary). Other commercial uses should be limited, to protect the concentration of neighborhood-serving uses.

**Special Office --** Large-floor office/research and development uses.

**Industry --** Industrial, manufacturing, warehousing, and small visual and performing arts studios.

**Oceanfront --** Special purpose district combining visitor-serving uses (hotel, commercial recreation, restaurant) with existing residential, public recreation, and cultural uses. The Rand property should be considered for limited office as well as visitor-serving development.

**Mixed-Use --** District requiring incorporation of residential into all commercial development.

**Institutions --** Schools, hospitals, libraries, airport, cemetery, and other public facilities.

**Public Open Space --** Parks and beaches.

**Single Family Housing --** Areas consisting chiefly of one-family dwellings on individual lots. Density up to 8.7 dwelling units per net residential acre, and height up to two stories.

**Low Density Housing --** Areas allowing single and/ or attached multiple family dwellings. Density up to 29 dwelling units per net residential acre, and height up to two stories.

**Medium Density Housing --** Areas allowing attached multiple family dwellings at densities up to 35 dwelling units per net residential acre, and heights up to three stories.

**Figure 11: Downtown Street Recommendations**



**High Density Housing --** Areas allowing attached multiple family dwellings and hotels, at densities up to 48 dwelling units per net residential acre, and heights up to four stories.

### Downtown

#### **Land Use and Intensity --**

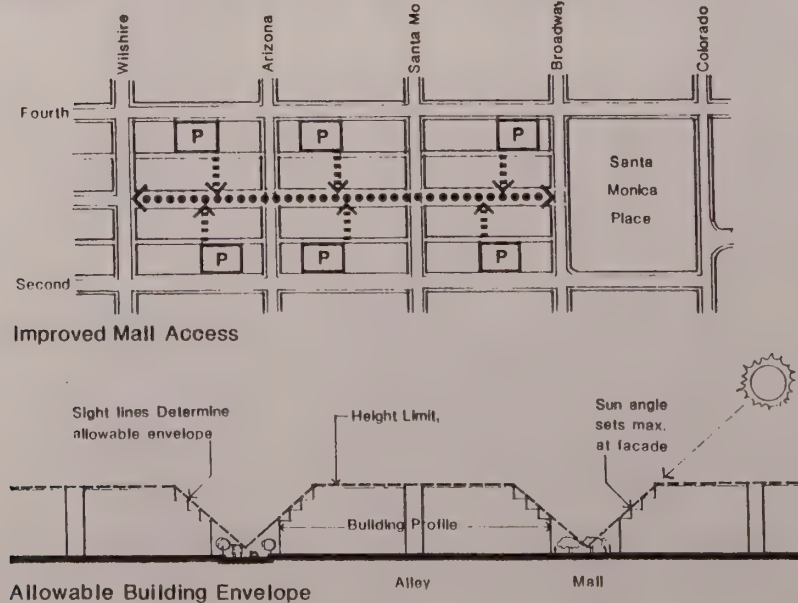
Downtown should clearly be the focus of activity in the city, both day and night. It consists of a Core and a surrounding Frame. The Downtown Core is the vicinity of Santa Monica Mall, bounded by Wilshire Boulevard, 2nd Street, Colorado Boulevard, and 4th Court. The Core is intended to be the major concentration of comparison retail development, such as department stores and general merchandise. Other uses that support and complement this prime function are also appropriate, such as hotels, housing, offices, and cultural facilities. Allowable intensity is the highest in the city, to encourage new investment and revitalization of the Mall.

The Downtown Frame will accommodate retail, hotels, general office, cultural, and high-density residential uses, at an intensity second only to the Core. The Downtown Frame is bounded by Wilshire, 1st Court, the Santa Monica Freeway, and 8th Court.

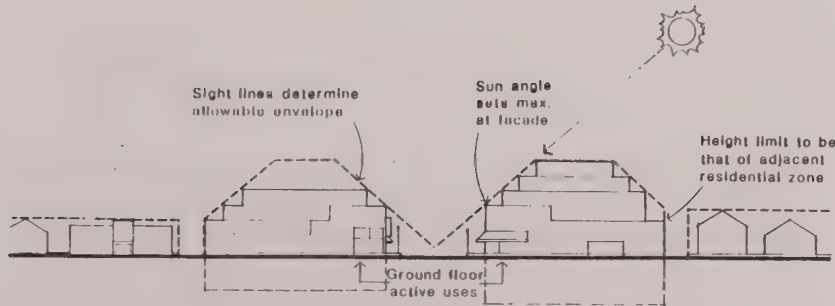
#### **Urban Design --**

The prime urban design aim for Downtown is to encourage a sense of human scale and pedestrian character. Recommendations specific to this area, as illustrated in Figures 11 and 12, include the following:

- o Require that the majority of the ground floor street frontage be composed of uses oriented to walking traffic throughout Downtown, and especially ground floor retail use in the Core area.

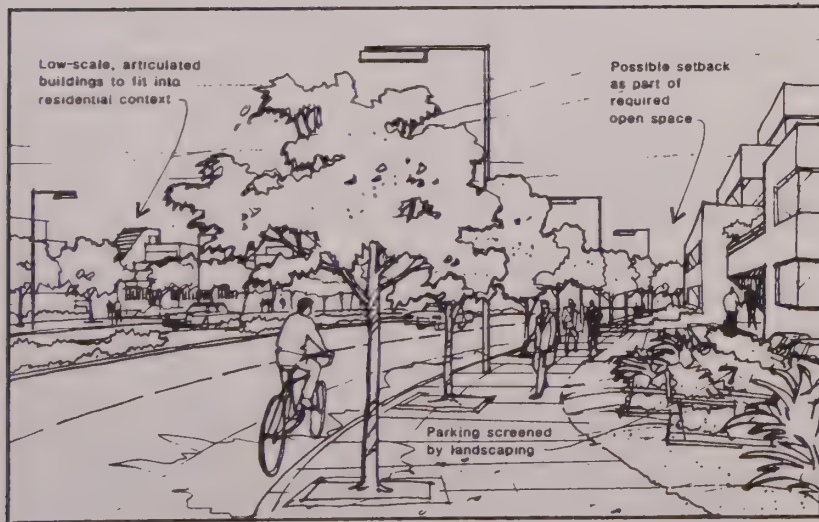


**Figure 12: Santa Monica Mall Proposals**



Section Through Typical Development

**Figure 13: Wilshire/Santa Monica Corridor**



**Figure 14: Special Office District Street Recommendations**

- o Prohibit parking at street frontage.
- o As a part of Mall revitalization, create enhanced streetscape, encourage sidewalk retailing and outdoor cafes, ensure retention of historic building facades, and improve access to city parking garages.
- o Develop a park in the eastern part of Downtown, as a catalyst for residential development.

#### Wilshire/Santa Monica General Commercial Corridor

##### Land Use and Intensity --

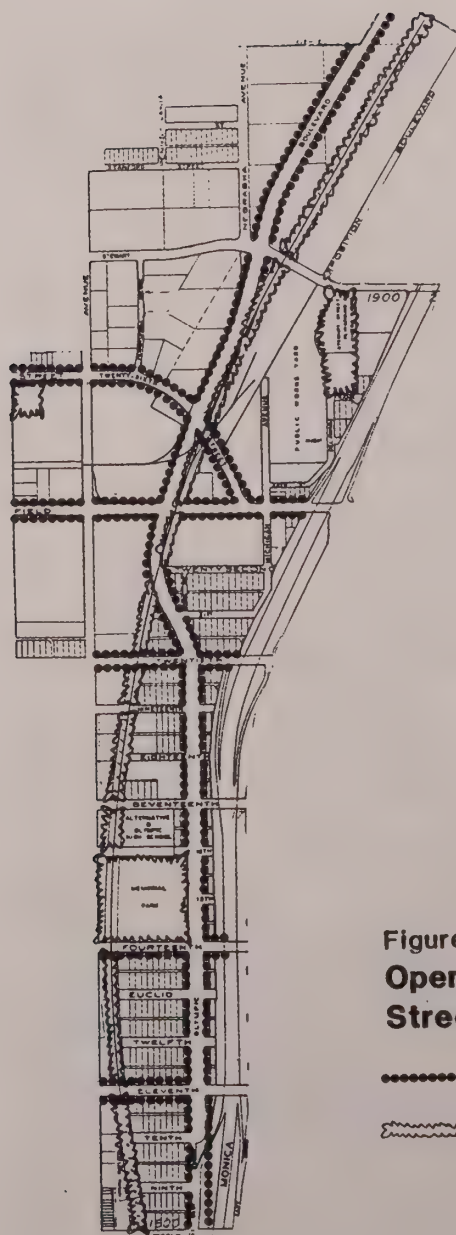
Wilshire Boulevard east of Downtown and Santa Monica Boulevard east of 20th Street shall accommodate commercial uses that cannot be located in Downtown, at an intensity slightly lower than Downtown.

##### Urban Design --

The urban design aims for this area are to ensure compatibility with adjacent residential uses, and to reinforce the pedestrian character of these important commercial corridors. Specific recommendations, as illustrated in Figure 13, include the following:

- o Require appropriate transition to adjacent housing, by means of a height limit that steps down to that of the abutting residential district.
- o Require that a majority of street frontage on Wilshire Boulevard be composed of uses oriented to walking traffic.
- o Require build-to line at street frontage. Encourage parking and service access from alleys or side streets.





**Figure 15:**  
**Open Space and**  
**Streetscape Improvements**

- ..... Streetscape improvements to major arterials
- ~~~~~ Reserve for public open space

## Special Office District

### Land Use and Intensity --

The Olympic Corridor east of 20th Street should be the location for large-floor office space and advanced technology uses which cannot be accommodated in Downtown or the Wilshire/Santa Monica Corridor because of small parcelization in those areas. These uses would complement rather than compete with the Downtown. Allowable intensity should be moderate.

### Urban Design --

The major urban design aim is to create a "garden office" district that ties into and is compatible with the surrounding residential neighborhoods. In order to accomplish this, the following recommendations are made, as illustrated in Figures 14 and 15:

- o Establish guidelines for building height, bulk, coverage, setbacks, etc., which have the effect of creating a "campus" environment for development.
- o Reduce the visibility of surface parking from major arterials, by screening with buildings or landscaping.
- o Create a linear park utilizing the Southern Pacific right-of-way; require proposed development to provide usable open space for their employees which links to this new park.

## Service and Specialty Commercial Areas

### Land Use and Intensity --

The major Service Commercial districts are Pico, Lincoln, and Santa Monica west of 20th Street. They are intended to be the location of low-intensity auto-oriented businesses and services. Santa Monica's



**Recent Low-Scale Pedestrian-Oriented Project**

"Auto Row" uses are allowed higher intensities, to ensure their continued auto sales function as a major revenue source for the city. Main Street is designated as a specialty commercial area serving both local and regional needs.

#### Urban Design --

The special character and recognizability of each street should be reinforced by actions such as the following:

- o Require all construction to be built to the street front property line. Use buildings to screen parking, and locate service access at rear or side of building.
- o Provide landscaped center median or similar streetscape improvements to Lincoln Boulevard and Santa Monica between Downtown and 20th Street.
- o Remove visual clutter by prohibiting off-site signage.
- o Require existing surface parking lots fronting on streets to be landscaped.

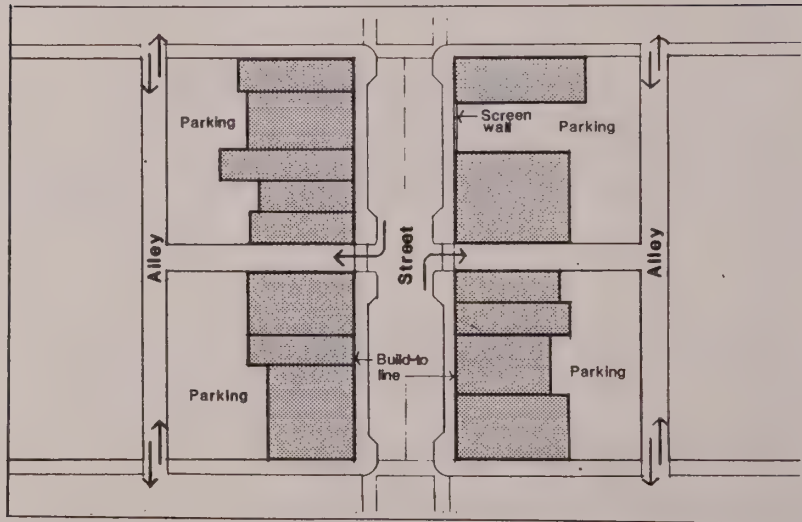
#### Neighborhood Commercial Areas

##### Land Use and Intensity --

In addition to conserving the neighborhood commercial areas on Montana Avenue, 26th Street, Pico, and Ocean Park Boulevards, the plan proposes two new neighborhood commercial areas, Pico from 31st to 34th Streets, and a ground floor neighborhood commercial preservation zone on Wilshire from 12th to 16th. These areas already have a significant concentration of neighborhood-serving businesses and services, and their role should be enhanced. The plan requires that new projects proposed in these areas have a majority of their



**Figure 16: Reinforce Continuous Street Facade**



**Figure 17: Neighborhood Commercial Recommendations**



ground floor street frontage devoted to neighborhood commercial uses. The plan also recommends retention of valuable "anchor" uses such as food markets, and limitation of the number of such uses as liquor stores and gas stations.

Allowable intensity in neighborhood commercial areas should be low (two to three stories), to avoid disruption of the predominately residential character of their context. The only exception to this rule is the neighborhood commercial "overlay zone" on Wilshire Boulevard from 12th to 16th. In that area allowable intensity corresponds to that for the rest of Wilshire, to allow for other commercial development above the ground floor.

#### Urban Design --

The form and character of neighborhood commercial clusters should reinforce their role as a focus and a service to the surrounding residential area. Specific recommendations, as illustrated in Figures 16 and 17, include:

- o Maximize "human scale" elements, such as sidewalk retailing, outdoor cafes, frequent entrances and windows, awnings, signage oriented to pedestrians, etc.
- o Avoid parking at street frontage.
- o Reinforce the major street frontage for walking traffic, by requiring that all buildings be built to the street front property line. Encourage parking and service access from side streets or alleys.



## Broadway Mixed-Use District

### Land Use and Intensity --

In order to knit together the existing residential neighborhood, Broadway between Downtown and 20th Street is proposed as a mandatory mixed-use district, requiring incorporation of housing into all commercial development.

### Urban Design --

Initiate streetscape improvements as a catalyst for residential development. Urban design guidelines should be similar to Neighborhood Commercial District.

## Industrial Conservation District

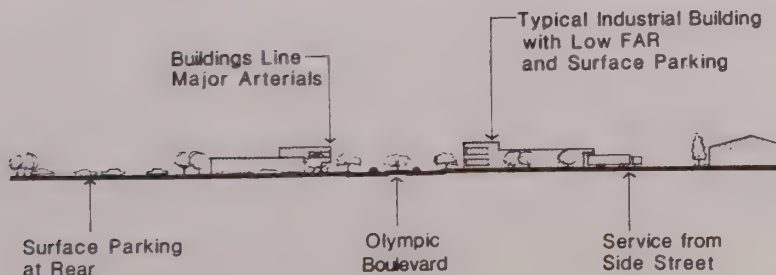
### Land Use and Development Intensity --

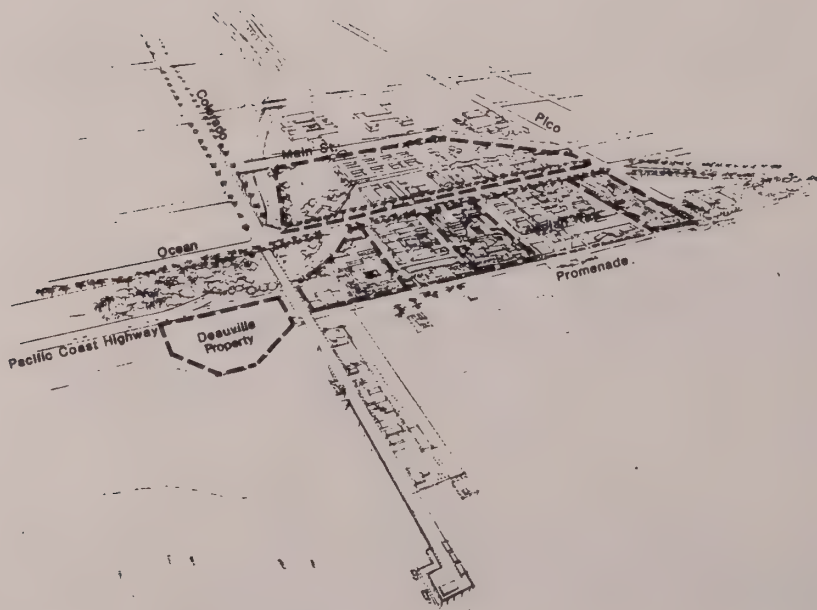
The Olympic Corridor generally between west 20th Street and Downtown should continue in its role as a valuable location for industrial "incubator" uses, existing manufacturing, and loft space for the performing and visual arts. In recognition of the need for some artists to reside in their studios, consideration should be given to this mixed use on a case by case basis. Allowable intensity should be the lowest in the city consistent with current building intensity, to protect the area from speculation.

### Urban Design --

Building standards should be appropriate to the above uses, and should also respect adjacent residential uses. One specific urban design recommendation is made for this area, as illustrated in Figure 18.

**Figure 18:**  
**Industrial Conservation District Recommendations**





**Figure 19: New Hotel Sites**

- o Enhance Olympic Boulevard by encouraging buildings to front on it, and placing service and parking access at side or rear of parcels.

### Oceanfront District

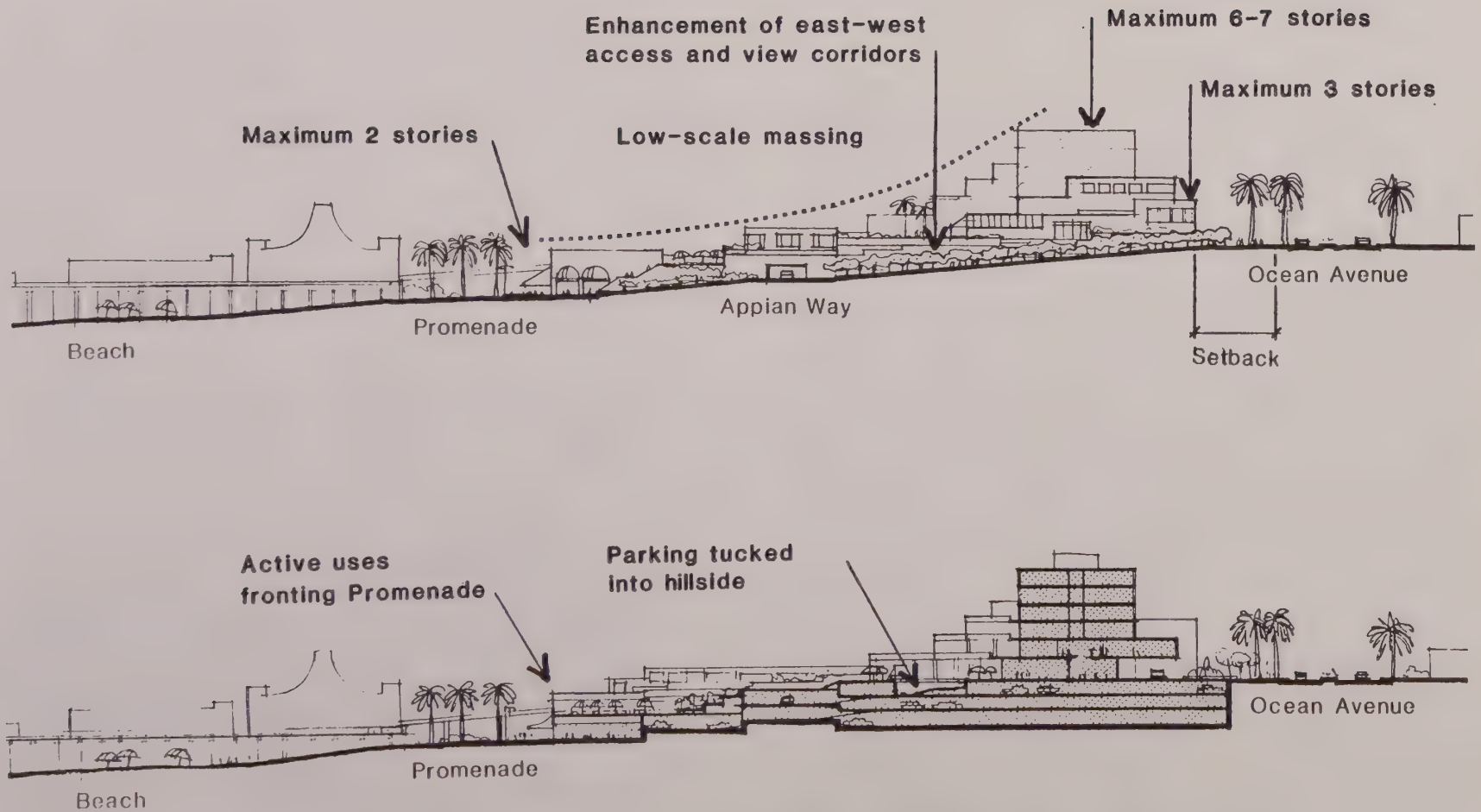
#### Land Use and Intensity --

The area between the Civic Center and the Ocean should contain a concentration of new visitor-oriented uses, while retaining the existing residential mix. This district is intended to take advantage of the special potential of this prime opportunity area as a revenue generator, an amenity to Santa Monica residents, and a producer of entry-level or low-skilled jobs.

Specific recommendations, illustrated in Figures 19 and 20, are as follows:

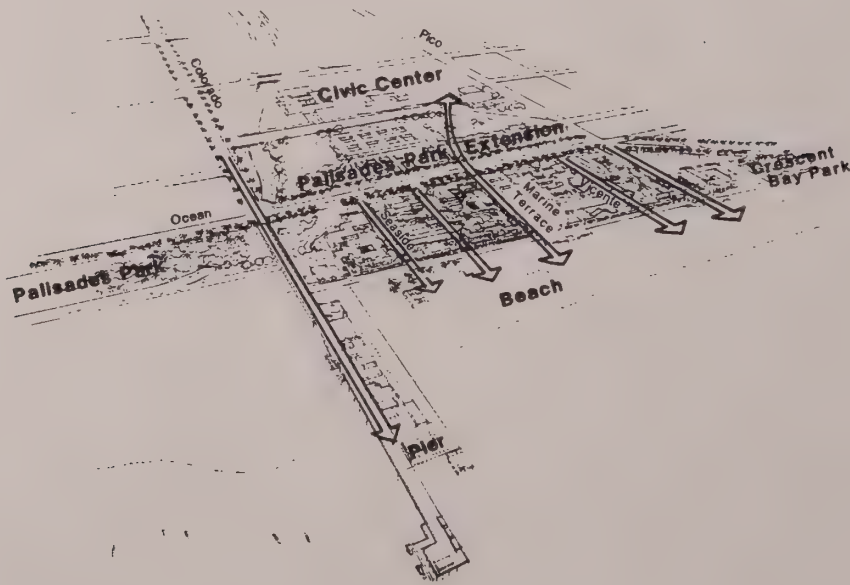
- o Create sites for new hotels linking Ocean Avenue to the Promenade, and possibly on the Deauville property.
- o Require that buildings be set back from Ocean Avenue south of Colorado in order to allow the extension of Palisades Park to connect to Crescent Bay Park.
- o Relocate surface parking on the beach and fronting on the Promenade. Replace Promenade parking with active uses such as retail, small inns and restaurants, and commercial recreation. Relocate parking for Promenade residents within new development east of Appian Way; relocate displaced beach parking to remote lots (possibly unused off-peak parking in new office buildings) connected by a recreation transit shuttle. There should be no loss of revenue for beach maintenance.
- o Improve conference facilities at the Civic Auditorium.

**Figure 20:**  
**Illustrative Sections**





**Figure 21:**  
**Improve East-West Connections**



## Urban Design --

In order to extend the amenity influence of the ocean-front deeper into other parts of the city, the following recommendations are made:

- o Extend and enhance east-west streets, view corridors, and pedestrian access-ways to the beach.
- o Improve landscaping on Colorado Avenue to emphasize it as the main axis to the Pier and Ocean-front.
- o Require a low facade at the frontage of Ocean Avenue and along the Promenade. Establish allowable height limits and envelopes for the remainder of the district so as to maximize waterfront views and enhance the overall character of the District.

## Residential

### Land Use and Intensity --

The plan expands the opportunity for residential uses, by making housing an allowable use in all commercial districts, and allowing live/work studios for artists in the Industrial Conservation District. Residential mixed use is mandatory for the Broadway Corridor and encouraged in the Downtown, neighborhood commercial areas, and parcels not in parking use adjacent to the Wilshire/Santa Monica Corridor. Allowable densities correspond to those described in the Land Use Classification Section above. Allowable density in commercial districts is limited by recommended intensity (FAR).

## Urban Design --

In residential districts, as in commercial districts, the plan encourages access from the alley side to reinforce the continuity of the street frontage and sidewalks.

## Public Land

The plan has two principal recommendations concerning public land:

- o Retain major public lands such as parks, schools, and the Civic Center in long term public use.
- o Provide for future parks and public facilities adequate to meet future needs. Specifically, create new parks in the Southern Pacific right-of-way, the eastern Downtown, and the Oceanfront, and require fulfillment of park needs of both daytime and resident population.
- o Ensure the most efficient use of all public lands. For example, encourage use of air rights over alleys in the Downtown and Oceanfront area, joint use of public garages and parking lots, and improvements to the Civic Center Auditorium.

## Hospitals

The plan proposes that necessary growth of health-care facilities be accommodated on land designated in the Plan as Institutional, but requires that all conflicts with surrounding neighborhoods be minimized.

1.0 LAND USE AND DEVELOPMENT INTENSITY: OBJECTIVES AND POLICIES

City-wide

1.1 Objective: Provide a balance of land uses which accommodate future demand projected to the year 2000, consistent with

- o Providing adequate revenue to the city necessary for a balanced budget,
- o Satisfying employment needs of city residents, especially those of the unemployed or under-employed.
- o Providing adequate housing for city residents of all incomes.
- o Constraints imposed by the natural environment or public infrastructure.

Policies:

1.1.1 All development shall be consistent with the Land Use Map and Intensity Map herein.

1.2 Objective: Ensure compatibility of adjacent land uses, with particular concern for protecting residential neighborhoods.

Policies:

1.2.1 Encourage residential mixed use of commercially zoned parcels, in order to provide a better transition between commercial and adjacent residential uses.

1.2.2 Surface parking lots zoned residential adjacent to highway commercial corridors should be redeveloped for residential use.

Downtown

1.3 Objective: Reinforce Downtown as the focus of the city, supporting the greatest concentration of activity.

Policies:

1.3.1 Encourage the concentration of land uses and activities which create activity in both the daytime and evening hours.

1.3.2 Make Downtown the primary location for commercial use, with priority given to comparison retail uses.

1.3.3 Encourage the construction of major entertainment or cultural uses in Downtown.

1.3.4 In order to promote pedestrian activity at the ground floor, require that a majority of ground floor street frontage be active pedestrian-oriented use (shop-fronts, cultural activities, cafes, and other uses catering to walk-in traffic).

1.3.5 Encourage residential uses in Downtown other than at the ground floor street frontage.

1.3.5 Allow Downtown the highest intensities in the city, as follows:

Core Area: 3.0 - 3.5 FAR

Frame: 2.5 - 3.0 FAR



1.4 Objective: Provide maximum opportunity for revitalization of the Santa Monica Mall, while preserving its special function within the city.

1.4.1 Concentrate comparison retail use and other complementary uses (such as hotels, offices, cultural facilities, and housing) on or near the Santa Monica Mall as necessary to provide a catalyst for its revitalization.

1.4.2 Require that the ground floor street frontage be devoted to retail use in the area bounded by 2nd Street, Wilshire Boulevard, 4th Street, and Colorado Boulevard.

1.4.3 Encourage appropriate retail and cultural activity within the Mall right-of-way (farmers' market, outdoor cafes, flower stands, performing and visual arts, etc.).

1.4.4 Encourage land assembly, including use of air and subsurface rights above and below 2nd and 3rd Courts, in order to assist in revitalizing Santa Monica Mall. Facilitate the development of an activity anchor at the north end of the Mall.

#### Oceanfront District

1.5 Objective: Expand visitor accommodations and related uses in the Oceanfront area, while protecting the existing residential mix.

1.5.1 Devote Oceanfront District primarily to visitor accommodations and commercial recreation.

1.5.2 Conserve the existing number of controlled residential units in the area in conformity with the city's Rent Control Law, and in order to maintain existing land use diversity and character.

1.5.3 Encourage land assembly for visitor accommodations, including use of air and subsurface rights over and under Appian Way and 1st Court.

1.5.4 Encourage pedestrian activity along the street frontages of Main Street, Ocean Avenue and the Promenade, by requiring active uses oriented to walk-in traffic, especially retail and commercial recreation.

1.5.5 Relocate existing surface parking from beach and Promenade frontage. Parking serving residents fronting on the Promenade should be relocated nearby, possibly in joint use with new hotel development east of Appian Way. Do not reduce revenues for beach maintenance currently generated by parking fees.

1.5.6 Incorporate the Pier Master Plan and Development Guidelines.

1.5.7 Reserve the area bounded by Main Street, Pico, Ocean Avenue, and the freeway predominantly for visitor-serving uses, including hotel accommodations, commercial recreation, cultural and public recreational facilities, and possibly some office uses. Allowable development intensity shall be 2.5 to 3.0 FAR.

1.5.8 The Deauville property should be used for new hotel/visitor-serving uses, Pier parking or both. Allowable development intensity shall be 2.0-2.5 FAR.

1.5.9 The Ocean Avenue frontage west of Downtown and the area between Ocean Avenue, the Promenade, the Pier, and Pico Boulevard shall be devoted to the conservation of the existing mix of residential uses and new visitor-serving uses. Allowable intensity (FAR) shall be as follows:

- o Ocean Avenue west of Downtown 2.0-2.5
- o Between Ocean and Appian Way 2.0-2.5
- o Between Appian and Promenade 1.0-1.5

#### Commercial Corridors

1.6 Objective: Accommodate commercial uses which serve regional, community, and local needs while respecting the adjacent residential neighborhoods. Adjust allowable use and intensity to existing context and any other special constraints.  
Policies:

1.6.1 Wilshire Boulevard east of Downtown and Santa Monica Boulevard east of 20th Street should accommodate general office and retail spillover from Downtown. Intensity should be secondary to Downtown, at approximately 2.0 - 2.5 FAR.

1.6.2 Reserve Santa Monica Boulevard between Downtown and 20th Street primarily for sales and service of automobiles and related activities. Allowable intensity for auto showrooms is 2.0-2.5 FAR; that for other uses is 1.0-1.5.

1.6.3 In order to knit together the existing residential neighborhood, Broadway between Downtown and 20th Street and 14th Street north of Colorado should be devoted primarily to residential uses. Service retail shall be allowed, provided the majority of use is residential. Intensity should not exceed 2.0 - 2.5 FAR.

1.6.4 Lincoln Boulevard south of the freeway should accommodate regional and community-oriented service commercial uses. Because of traffic constraints, allowable intensity should be the lowest in the city, at .5 - 1.0 FAR.

1.6.5 Because of its residential context and low future demand forecasts, Pico Boulevard and 14th Street south of the freeway should accommodate service commercial uses, especially small businesses, at an intensity of 1.0 - 1.5 FAR.

1.6.6 Incorporate the policies in the Main Street Plan.

#### Neighborhood Commercial

1.7 Objective: Protect and expand uses that provide for the day-to-day shopping and service needs of nearby residents.

Policies:

1.7.1 Require that a majority of ground floor street frontage be utilized for neighborhood commercial uses.

- 1.7.2 Preserve the concentration of ground-level, street front neighborhood commercial uses on Wilshire from 12th to 16th Streets. Uses and intensity above the ground floor shall conform to Policy 1.6.1.
- 1.7.3 Preserve the concentration of neighborhood commercial uses on Pico from 31st to Centinela.
- 1.7.4 Encourage the retention of all existing full-service supermarkets. If removed, encourage economically viable replacement within a five-minute walk of their former location.
- 1.7.5 Encourage the development of full-service supermarkets in areas not currently served by one.
- 1.7.6 Retain existing groceries and food markets.
- 1.7.7 Encourage the development of groceries within a five- to ten-minute walking distance of areas not currently served. Allow corner grocery stores within multi-family residential districts.
- 1.7.8 Limit or control the number of alcohol outlets, gas stations, and auto repair shops.
- 1.7.9 Establish allowable intensity of 1.0 - 1.5 FAR.

#### Special Office District

- 1.8 Objective: Provide opportunity for office and advanced technology uses requiring large floor areas.  
Policies:
  - 1.8.1 The eastern portion of the Olympic Corridor should be the priority location for office and advanced technology uses.
  - 1.8.2 Allow retail uses necessary to serve office and advanced technology uses.
  - 1.8.3 Consider assisting in assembly of land necessary to accommodate office and advanced technology uses.
  - 1.8.4 Allow intensities of 1.5 - 2.0 FAR.

#### Industrial Conservation District

- 1.9 Objective: Preserve existing and accommodate future industrial and manufacturing use, particularly to provide employment for the low-skill and entry-level segment of the Santa Monica workforce.  
Policies:
  - 1.9.1 Retain existing industrial, manufacturing, and arts studio uses in the Olympic Corridor between Downtown and the Special Office District.
  - 1.9.2 Limit office use to that associated with industrial, manufacturing, and arts uses. Allow intensities of .5 - 1.0 FAR.



## Residential

- 1.10 Objective: Expand the opportunity for residential land use.

### Policies:

- 1.10.1 Encourage the development of new housing in all existing residential districts, while still protecting the character and scale of neighborhoods. Allowable intensities are defined in the Land Use Classification herein.
- 1.10.2 Allow residential use in all commercial districts, with intensity governed by the applicable FAR and height standards of each district.
- 1.10.3 Allow live/work studios for artists in the Industrial Conservation District.
- 1.10.4 Encourage mixed residential and commercial land use in the Downtown and neighborhood commercial areas.
- 1.10.5 Require housing to be a majority of any new development in the Broadway Corridor.

## Public Use

- 1.11 Objective: Provide land for parks and other public facilities adequate to meet future needs.

### Policies:

- 1.11.1 Encourage development of parks and recreation facilities to meet the needs of both resident and daytime population.

- 1.11.2 Assist in the creation of a park in the eastern portion of Downtown, to provide a catalyst for residential development in the area.

- 1.11.3 Retain the Southern Pacific Railroad right-of-way as a linear park and future transit corridor, by the use of easements, setbacks, land exchange, or fee acquisition.

- 1.11.4 Encourage provision of usable open space which can be linked to the Olympic Corridor linear park in the Special Office District, in recognition of the deficiency of parks in the area.

- 1.11.5 Retain all school sites to meet future educational facility needs. Consider their interim use for public-interest activities such as day care or senior centers, adult education, arts and recreation classes, etc.

- 1.12 Objective: Ensure the most efficient use of all public lands.

### Policies:

- 1.12.1 Encourage the use of air rights or joint use of public parking lots or garages, respectively. This may include shared use with commercial or residential space.

- 1.12.2 Retain the major concentration of government facilities at Santa Monica Civic Center.

1.12.3 Encourage improvement or replacement of the Civic Auditorium for conference use, to generate increased demand for visitor accommodations in the Oceanfront and Downtown districts.

1.12.4 Retain the airport lands as airport, airport-related, and other uses that would be appropriate in the area.

#### Hospitals

1.13 Objective: Accommodate necessary future growth of health-care facilities while minimizing harmful effects on surrounding residential neighborhoods.

#### Policies:

1.13.1 When hospital expansion is necessary, accommodate it on lands currently in medical or medical-parking use. When this is not feasible, accommodate the expansion on adjacent commercially-classified land.

## 2.0 URBAN DESIGN OBJECTIVES AND POLICIES:

### City-wide

- 2.1 Objective: Preserve Santa Monica's existing solar access, low scale, and cultural resources.

#### Policies:

- 2.1.1 Protect the solar access of major public space, including sidewalks, by adopting solar guidelines maintaining a two- to three-story building height at the property line and controlling allowable volume "envelope." This envelope should be based on providing sunlight to one sidewalk at noon on the winter solstice.
- 2.1.2 Maintain predominantly two- to three-story heights throughout the city. Exceptions are the three- to four-story limit in the Special Office District, four- to five-story limit in the Broadway Mixed-Use District, and the six- to seven-story limit in Downtown, Wilshire/Santa Monica Boulevards, and portions of the Oceanfront.
- 2.1.3 Require large buildings to be of predominantly light color, and of materials that fit in with the existing context. Discourage large expanses of highly reflective materials such as black glass or mirrored metal.
- 2.1.4 Encourage retention of historic and architecturally significant resources. Design of new buildings should respect the character of nearby historic resources.

- 2.1.5 Require the incorporation of public art in all new development.

- 2.2 Objective: Protect the scale and character of residential neighborhoods adjacent to commercial areas.

General city-wide guidelines are listed below:

- 2.2.1 Allowable height limits for commercial and industrial uses should step down to the height limit of the adjacent residential zone, to reduce visual intrusion, shading and scale incongruity.
- 2.2.2 Where commercial uses abut residential areas, there should be an appropriate transition (landscaped setback or service alley and screen wall).

Additional guidelines, specific to each area, are as follows:

#### Neighborhood Commercial Areas --

- 2.2.3 Limit building height to three stories and require a rear yard setback and landscaped wall at rear property line. Residential mixed use is a requisite for a third floor.

#### Special Office District --

- 2.2.4 Require a high percentage of landscaped open space visible from the street, including landscaped setbacks from the street, in order to create a "garden office" or "campus" environment.



2.3 Objective: Enhance the pedestrian scale and character of streets and public spaces.

General city-wide policies are listed below:

- 2.3.1 Maximize provision of pedestrian amenities at the ground floor street frontage, such as frequent entrances and windows, awnings, arcades, and paseos.
- 2.3.2 Ensure continuity of sidewalk by limiting curb cuts, requiring that the majority of the building facade be built to ground floor street frontage (except in the Special Office District), encouraging vehicular access from alleys and side streets, and locating parking behind buildings or below grade.
- 2.3.3 Encourage design articulation of building facades (cornices, columns, appropriate proportion of solid to glass).
- 2.3.4 To attenuate wind acceleration, require building setbacks in the windward direction above the third floor.

Additional guidelines specific to each area are as follows:

Downtown --

- 2.3.5 Require a majority of ground floor frontage to be active pedestrian-oriented uses, such as retail, sidewalk cafes, and other uses catering to walk-in traffic.
- 2.3.6 Prohibit parking at street frontage.

Santa Monica Mall --

- 2.3.7 Improve the streetscape and visual character of the Mall as part of its revitalization.
- 2.3.8 Retain historic building facades and encourage new development to echo their scale and form. This does not imply historic reproduction.
- 2.3.9 Improve access from parking garages to the Mall, possibly by means of "paseos" or mid-block retail arcades.

Commercial Corridors --

- 2.3.10 Minimize parking at street frontage. When it occurs, require a screen wall in order to maintain an attractive and continuous street facade.
- 2.3.11 Require that a majority of ground-floor street frontage on Wilshire Boulevard and neighborhood commercial districts be active pedestrian-oriented uses, such as retail, sidewalk cafes, and other uses catering to walk-in traffic.
- 2.3.12 Enhance the visual character of Lincoln and Santa Monica Boulevards by adding a landscaped center median.

Special Office District --

- 2.3.13 Reduce the visibility of surface parking, by requiring that buildings or landscaping form a specified percentage of the street facade on major arterials.

2.3.14 Require five- to twenty-foot mandatory setbacks from the streetfront and the proposed linear park, in order to allow room for landscaping.

2.4 Objective: Enhance the image and the unique character of the commercial districts and residential neighborhoods in the city.  
General city-wide policies are listed below:

2.4.1 Create a recognizable "signature" for each major commercial street. Two methods to accomplish this are the use of "gateway" graphic or landscape markers, and by provision of characteristic streetscape treatment along each street.

2.4.2 Establish guidelines for improvement of public streetscape, including paving, lighting, street furniture, public signage, and art.

2.4.3 Require new development to provide streetscape and/or open space improvements which contribute to the overall public open space system.

2.4.4 Require landscaping of new surface parking lots. A minimum of 50 percent of surface parking area shall be covered by tree canopy within five years of project completion.

2.4.5 All exterior lighting shall be unobtrusive and constructed or located so that only the intended area is illuminated, long-range visibility is reduced, and off-site glare is fully controlled.

2.4.6 The placement of off-site advertising shall be discouraged, because of visual clutter, scenic intrusion, and safety concerns.

Additional guidelines specific to each area are as follows:

Residential --

2.4.7 Encourage access from the alley side, to reinforce the continuity of the residential streetscape.

Industrial District --

2.4.8 Require landscape screening of service yards and similar uses visible from Olympic Boulevard, to enhance the character and function of this major vehicular corridor.

2.5 Objective: Maximize the benefit of Santa Monica's greatest physical asset -- its oceanfront setting and views. Extend oceanfront values deeper into other parts of the city.

Policy:

2.5.1 Encourage provision of usable terraces, balconies, and public viewing platforms above the third floor of new development.

2.5.2 Extend and enhance east-west streets, view corridors, and pedestrian access ways from the Oceanfront District to the beach and ocean.

2.5.3 Make landscape improvements to Colorado Avenue, to emphasize it as the main axis to the Pier and the Oceanfront.

- 2.5.4 Landscape, and screen from public view, all surface parking lots on the beach which cannot be relocated off the beach or Promenade.
- 2.5.5 Buildings should be set back on the west side of Ocean Avenue south of Colorado to allow the extension of Palisades Park to connect to Crescent Bay Park. The setback should be wide enough for a double row of palm trees and generous landscaping strip, approximately 35 to 40 feet.





## VI. CIRCULATION PLAN



## Purpose

This chapter describes the circulation plan. It is organized similarly to the previous Land Use Plan chapters. The first section describes major circulation plan proposals. Subsequent sections provide supporting information on the street classification system, neighborhood traffic control plan, public transportation plan, non-motorized transportation plan, and parking plan. The pages at the end of the chapter are the circulation plan policies.

## Major Plan Proposals

The Land Use Plan has directed the majority of future growth to the Downtown, Special Office District, Oceanfront, and Wilshire Boulevard. In order to accommodate this growth, as well as alleviate existing circulation problems, the Circulation Plan recommends a number of major proposals as diagrammed in Figure 22 and described below.

### Transportation Systems Management --

- o Increase average auto occupancy by 16 percent, from 1.2 persons per car to 1.4 persons per car in the year 2000, by preferential treatment to ridesharers.
- o Encourage staggered work hours to reduce peak hour traffic.

### Freeway/Highway --

- o Improve freeway access at the eastern boundary of the city by either increasing the capacity of the Cloverfield Interchange or adding ramps to the 20th Street Interchange and/or improving the Centinela Interchange.
- o Add eastbound on ramp to 4th Street Interchange.

### Arterial Streets --

- o Improve capacity of Lincoln Boulevard south of the freeway by prohibiting peak hour on-street parking, restricting turn movement by installing medians, and prohibiting additional curb cuts.
- o Improve alignment of Centinela north of the freeway to facilitate freeway access.
- o Upgrade the capacity of 23rd Street south of Ocean Park or, alternatively, extend 28th Street along south boundary of airport to 23rd Street, to facilitate north-south access to the city.

### Local Streets --

- o Implement neighborhood traffic control plans to discourage through traffic in residential neighborhoods. Priority for implementation is indicated numerically in Figure 22.

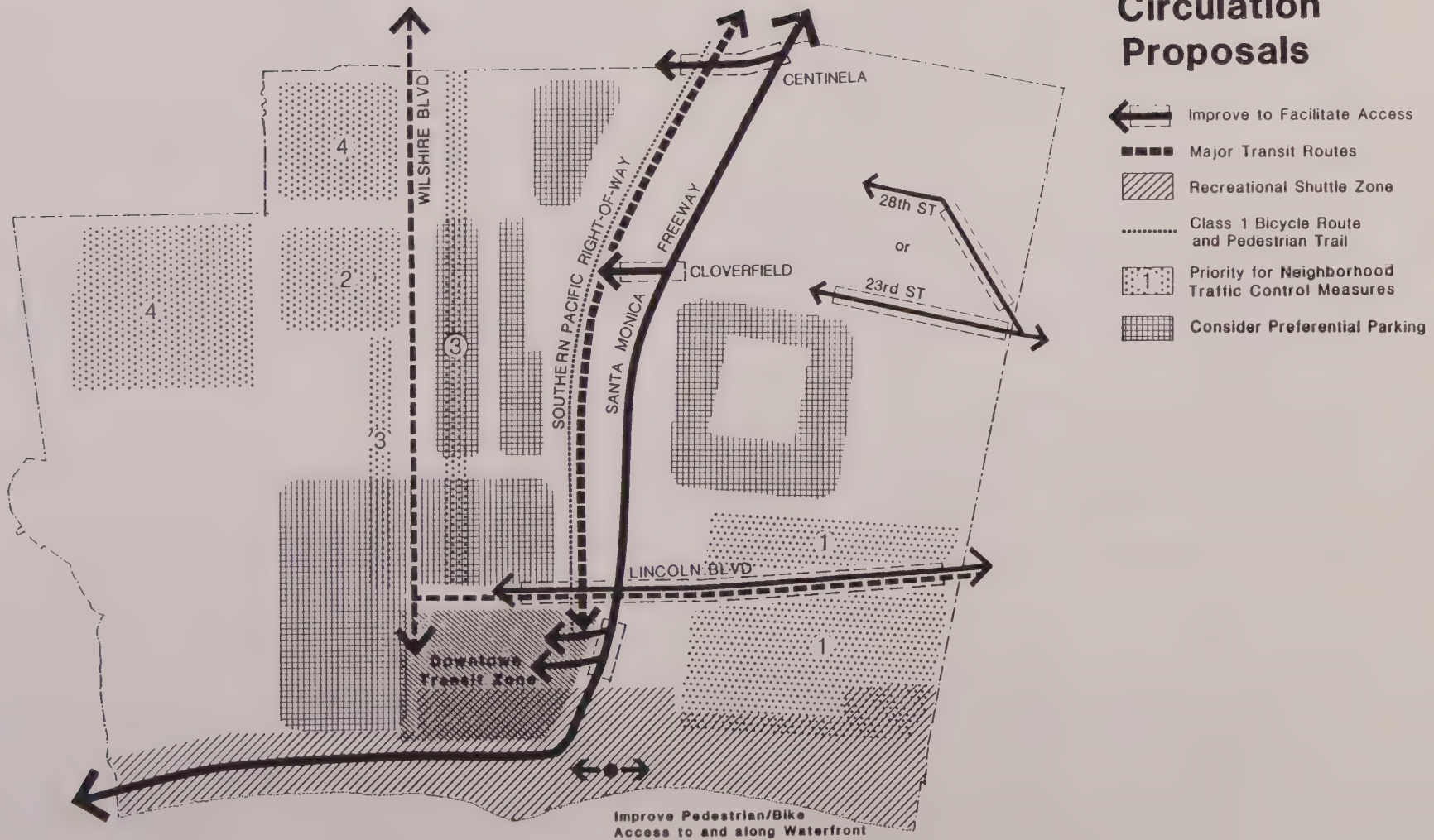
### Parking --

- o Modify off-street parking standards to require all new development to accommodate parking on site.
- o Consider implementing preferential parking districts in areas with current parking problems.
- o Relocate parking fronting on the Promenade and on the Beach in concert with new hotel development and the recreation transit shuttle.
- o Encourage shared use of parking facilities to accommodate the needs of visitors during weekends and holidays.
- o Reduce on-site parking requirements in conjunction with a Transportation System Management Plan.



Figure 22:

## Major Circulation Proposals



- o Prohibit all on-street parking in front of new development on Lincoln.

- o Encourage parking and service access from alleys.

#### Transit --

- o Double transit ridership to nine percent of total trips, from 4.5 percent.
- o Give highest priority for the implementation of a light rail mass transit route on the Southern Pacific Railroad right-of-way.
- o Identify Wilshire Boulevard as a transit preferential street and potential future mass transit corridor.
- o Implement a transit shuttle linking the Beach, Main Street, Downtown, and Oceanfront to peripheral parking structures.
- o Consider implementing a transit shuttle between major employment centers, regional transit routes, and remote parking lots.

#### Bicycle and Pedestrian --

- o Create a new separate pedestrian trail and bicycle route on the Southern Pacific Railroad right-of-way between Downtown and the eastern city limits.
- o Plan a new separate bicycle route and pedestrian trail between the Civic Center and the Promenade.
- o Improve the pedestrian environment in all commercial districts.
- o Encourage accessibility for the disabled.

### Transportation Systems Management

The Circulation Plan recommends that the city develop a comprehensive Transportation Systems Management (TSM) Plan. The TSM Plan would identify the specific actions that the city intends to pursue in order to reduce the vehicular trip generation of new and existing developments. The locations and type of new traffic control devices, such as those designed to prohibit neighborhood traffic intrusion, improve signal coordination, or reduce travel time for transit vehicles or high-occupancy vehicles, would be specified in the plan. Also included in the plan would be the specific actions, such as carpool preferential parking or transit pass purchases, to be required of developers of new projects in the city.

The TSM Plan would translate the policies of the Circulation Element into an action plan for implementation of specific TSM measures.

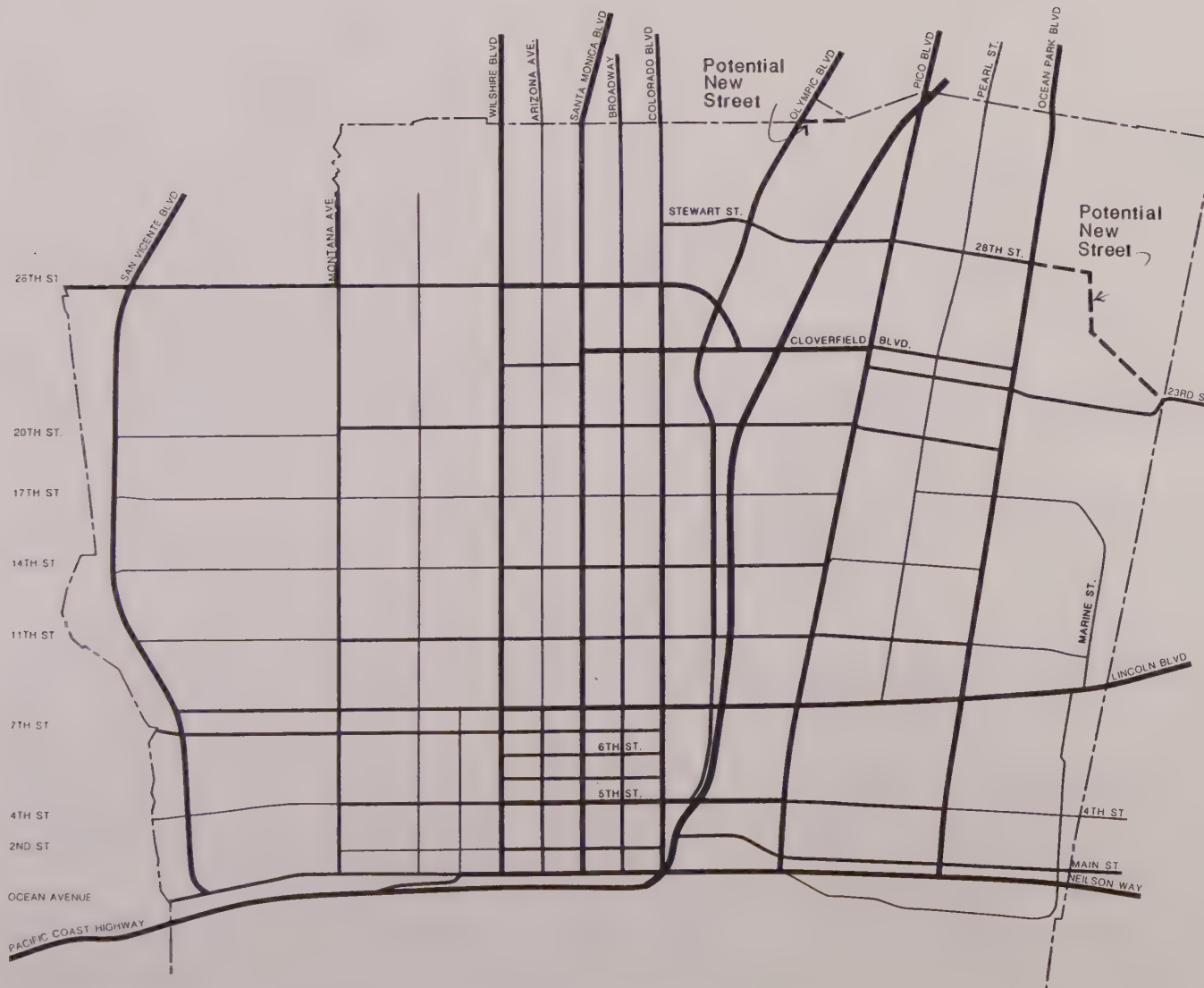
#### Roadways





The Circulation Plan street classification is indicated in Figure 23 and discussed below, except for freeways.

Arterial Streets -- are generally the commercial arteries. They carry the majority of traffic entering or traveling through the city. A major arterial would contain either four or six lanes of through traffic, plus left-turn lanes. Minor arterials serve the same function as major arterials, but have four lanes of through traffic and may or may not have separate left-turn lanes. Recommended design volumes on arterials range from 34,000 to 61,000 depending on number of lanes and left-turn movements.

Arterial streets are appropriate locations for median islands, such as those on San Vicente or Ocean Park Boulevards, which help to increase the capacity of the

Figure 23:  
**Functional  
 Classification  
 of Streets**



 Freeway  
 Arterial Street  
 Collector Street  
 Feeder Street  
 Note: Local streets  
 not shown



arterials by reducing the number of full-access intersections. In order to maintain progressive movement of vehicles on arterial streets, traffic signals should preferably not be installed at closer intervals than once every three blocks (about 1,000 feet apart).

Collector Streets -- are intended to carry traffic between residential neighborhoods and the arterial street network. They are two-lane roadways and generally have a mixture of residential and commercial land uses along them. The Circulation Plan designates that average daily traffic volumes on collector streets be held to below 15,000 vehicles per day in order to maintain acceptable levels of service at intersections and an environment compatible with residential land uses. It is generally appropriate to either have higher density residential land uses along collector streets or only the side yard of single family homes.

Feeder Streets -- are similar to collectors in that they carry traffic between residential neighborhoods and the arterial street network; however, they are almost solely residential in character. Feeder streets generally have single-family or multiple-family residences fronting on the street and are, therefore, intended to carry lower volumes of traffic, than collector streets -- usually below 7,500 vehicles per day.

Local Streets -- are intended to carry less than 2,500 vehicles per day. Traffic control devices should be implemented to insure that the design volumes specified for the local and feeder streets are not exceeded by future traffic volumes.

#### Neighborhood Traffic Control

Figure 22 designates areas of existing or anticipated incursion of through traffic onto local streets. If this problem continues, neighborhood traffic control

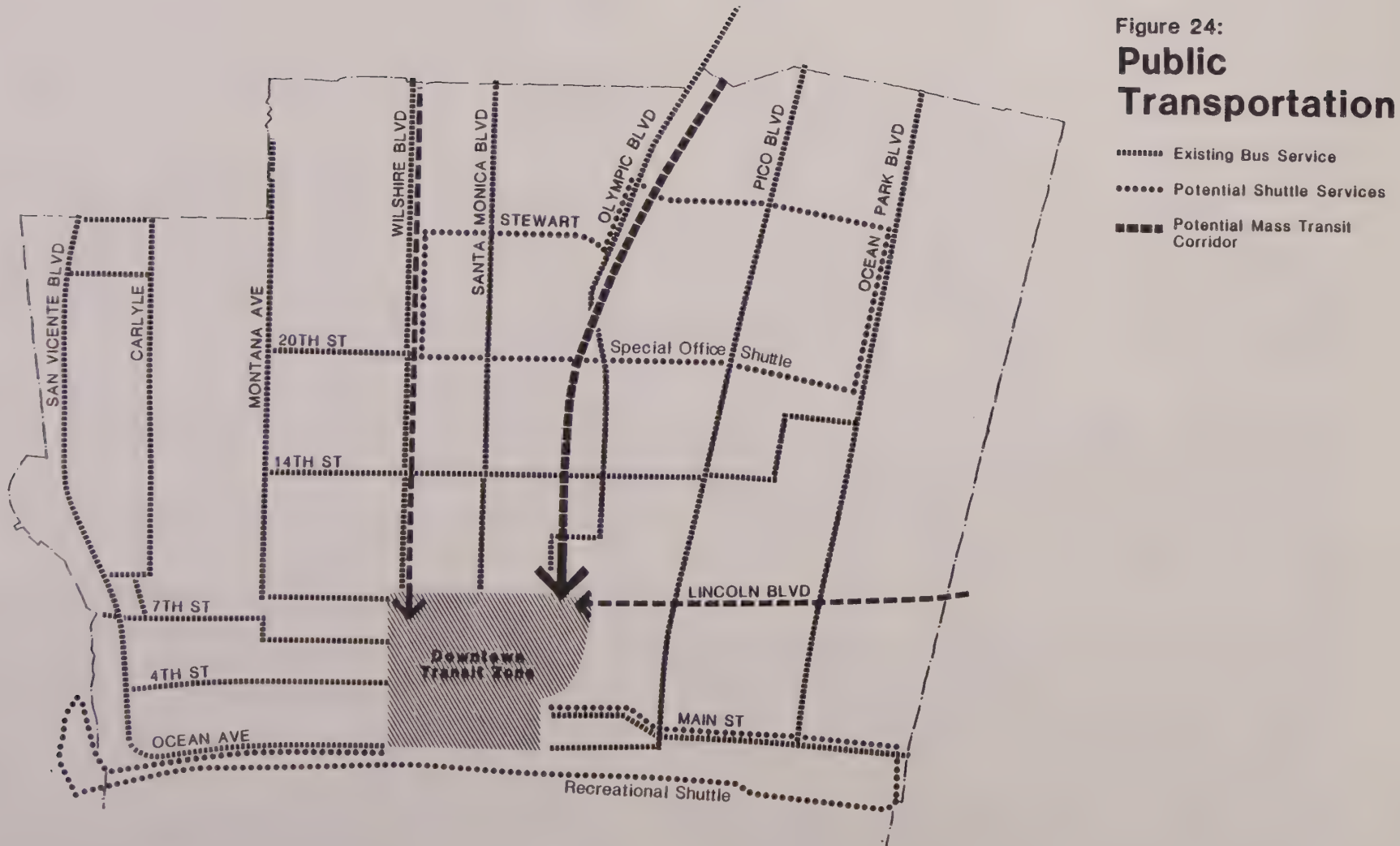
plans are recommended. Typical features of neighborhood traffic control plans are:

- o diverters or semi-diverters, to restrict access to certain streets and discourage through traffic.
- o median islands to prohibit left turns, such as those in place along San Vicente Boulevard and on Ocean Park Boulevard near the Santa Monica Business Park.
- o traffic circles or median islands in the middle of intersections which reduce the speed of travel.
- o "woonerf"-type streets, similar to the mixed-use auto/pedestrian environments created on many streets in Europe, where vehicles generally must follow a winding path through groups of parked vehicles and/or landscaped areas.
- o extended pavement treatments at intersections or at the alleys, designed to slow traffic and alert motorists to the fact that they are entering a residential area.
- o speed humps, similar to those in use in the Douglas Park area, to reduce the speed of traffic.
- o narrowing the existing width of pavement devoted to through vehicular travel either by: (1) installing a median island (as existing on Fourth Street north of Montana), (2) widening sidewalk or landscape areas, (3) converting curb parking to diagonal parking, or (4) installing bicycle lanes as was done on 26th Street.

#### Public Transportation

Figure 24 illustrates the streets that are designated for public transportation routes. Most of these streets are currently serviced by the Santa Monica Municipal Bus Lines (SMMBL) or Southern California

Figure 24:  
**Public  
 Transportation**





Rapid Transit District (SCRTD). Most areas of the city are currently within a quarter mile of a transit route.

Two recommended transit services are included in the plan. One would provide a transit shuttle service between Downtown, the Oceanfront (beach, pier, Civic Auditorium) and Main Street. The other shuttle service would provide a cross-town link between major transit routes and several major employment centers of the city currently not linked by transit (Wilshire Boulevard, the Special Office District, Santa Monica Business Park, Industrial Conservation District, and possibly the Airport). This shuttle would facilitate transfer to/from regional transit routes for employees in Santa Monica and could potentially reduce intra-city auto trips between these employment centers.

The Downtown is designated on the public transportation plan as a transit zone and the potential location for a future multi-modal transportation center.

Also designated on the public transportation plan are three potential routes for future mass transit (light rail or heavy rail). These three corridors are specified in the Regional Transportation Plan as Class C projects, indicating that they merit further study as potential rail corridors. The Circulation Plan places highest priority on the proposed Exposition Corridor light rail line which would utilize the Southern Pacific Railroad right-of-way through the Olympic Corridor, for the following reasons:

1. it would provide direct access to the Downtown and special office districts which will experience the highest levels of growth in office employment.
2. it would be the easiest to implement from both a cost and construction impact point of view, and, therefore, has the best chance for earlier implementation.



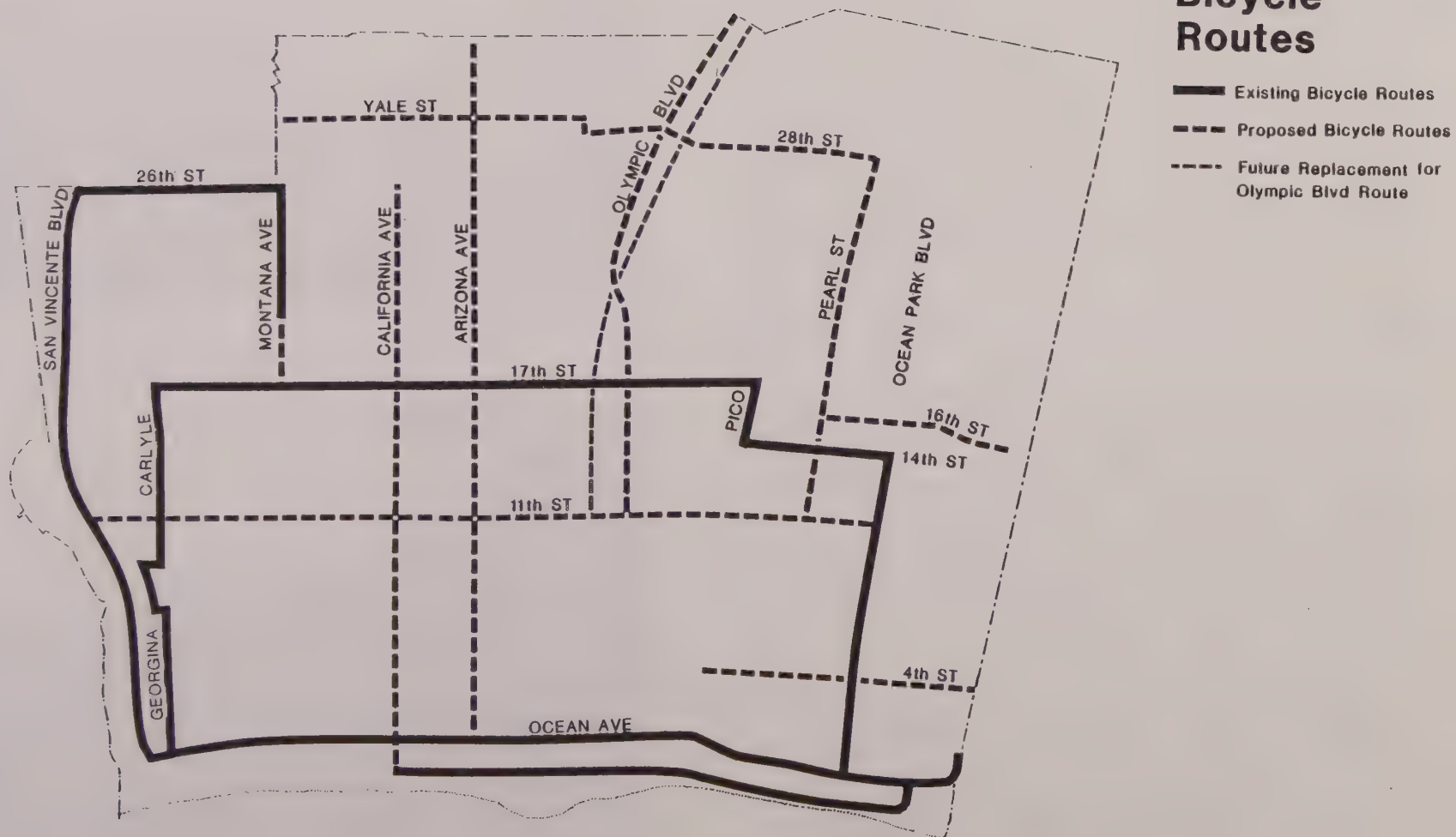
**Recreation Shuttle**



**Light Rail and Linear Park Joint Use**



Figure 25:  
**Bicycle Routes**



3. it would create the opportunity for a linear park and off-street pedestrian/bicycle facilities.
4. it increases accessibility in the Olympic Corridor, which is not now as well served by regional bus routes as is Wilshire Boulevard.

### Bicycle Routes

Figure 25 designates the location of recommended bike routes. These routes provide safe accessibility to all residential areas, parks, and public facilities in the city. Generally, a bicycle route is shown within two or three blocks of these destinations. All streets designated on the Circulation Plan as local streets should constitute safe riding environments, where specific bicycle facilities are not required. It is recommended that all new development provide bicycle lockers in a preferential location.

### Pedestrian Trails

Separate right-of-way facilities for pedestrian use are designated in the following locations:

1. the Palisades Park Walkway
2. the Promenade along the beachfront
3. the Santa Monica Mall
4. along the Southern Pacific right-of-way
5. between the Civic Auditorium and the Promenade

The Plan recommends continued implementation of wheelchair ramps throughout the city, and that all new developments be required to provide access for disabled persons from nearby sidewalks.

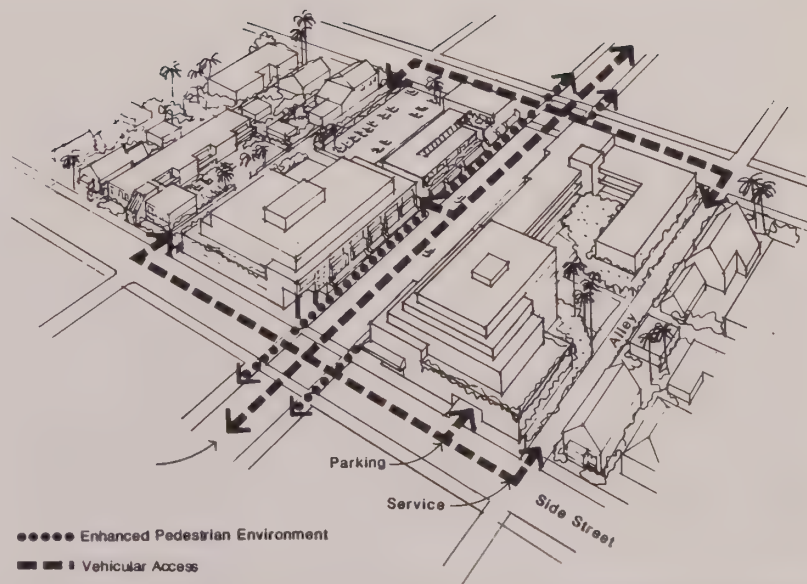
### Parking

The plan contains the following recommendations with regard to parking:

- o Consider preferential parking programs in areas experiencing a critical shortage of on-street spaces. Areas currently experiencing such problems are located on Figure 22; they include the Wilshire-Santa Monica Corridor and the residential neighborhoods adjacent to Downtown, the Olympic Corridor, and Santa Monica College. The availability of parking permits would be specifically designed to address the needs of each area, but in all areas they would be available to vanpools or carpools.
- o Revise parking standards to require all new developments to accommodate project-generated parking on site in off-street parking facilities.
- o Reductions in required parking should be encouraged in conjunction with a Transportation System Management program. This includes providing incentives to employees to utilize alternative modes of transportation, and preferential parking for carpools or vanpools.
- o Make better use of existing and planned parking facilities, such as permitting up to 40 percent of compact car spaces and tandem parking where valet is available. Additionally, consider requiring that all parking in new development west of Lincoln be made available for public parking on weekends and holidays.
- o Construct joint-use parking facilities in order to provide additional parking for visitors and recreation users and as a replacement for existing parking relocated from the Pier, Promenade, and the beach. In this regard, consider expanding parking

structures 1, 2, 3, and 5 in the Downtown. Alternatively, build a parking structure at the Civic Auditorium or on public land near Main Street. This parking could be coordinated with the transit shuttle proposed for the Downtown and Oceanfront areas. Replacement of promenade parking currently serving local residents could be tucked under new hotel development in the Oceanfront District.

- o Consider creating a parking district along Lincoln Boulevard as a financing mechanism for off-street parking to replace prohibited on-street parking. Prohibit on-street parking in front of all new development on Lincoln.
- o For new development where on-site parking is not feasible, allow developers to satisfy all or part of their on-site parking requirement by paying an in-lieu fee which can be utilized by the city to provide additional public parking.



**Figure 26: Encourage Access from Side Streets and Alleys**



### 3.0 CIRCULATION OBJECTIVES AND POLICIES

#### General:

3.1 Objective: Provide a balanced circulation program which serves future land use needs consistent with:

- o City's ability to finance and maintain.
- o Satisfying accessibility needs of the city's residents, including the poor, elderly, and disabled.
- o Minimizing negative environmental effects.

#### Policies:

- 3.1.1 All circulation improvements shall be in accordance with the Circulation Plan Maps.
- 3.1.2 The city shall encourage overall land use patterns which reduce vehicle miles traveled and number of trips.
- 3.1.3 Land use and public facilities and services should be located and designed for convenient access and efficient transport of all intended users.
- 3.1.4 The city shall support the implementation of short- and long-range transportation measures for reducing air pollution from transportation sources as recommended by the South Coast Air Quality Management District.
- 3.1.5 Effects of transportation-generated noise shall be mitigated to comply with the policies and standards of the city's Noise Element.

3.1.6 The city shall encourage transportation alternatives to reduce the use of fossil fuels.

3.1.7 The city shall support transportation alternatives which reduce use of land for parking.

3.1.8 Right-of-way for new transportation facilities shall be reserved; land uses shall be prohibited that would preclude the timely development of transportation facilities where right-of-way is required.

3.1.9 All available public and private sources of funding available for transportation improvements, including development, operation and maintenance should be used. The cost of new transportation service shall be borne as equitably as possible among benefiting parties.

#### Local Streets

3.2 Objective: Protect the environment on local residential streets by minimizing the intrusion of vehicular traffic and parking into residential neighborhoods.

#### Policies:

3.2.1 Implement traffic control devices as necessary to maintain volumes at below 2,500 vehicles per day on local residential streets, wherever possible.

3.2.2 Through vehicular traffic shall be diverted from residential neighborhoods by implementation of a neighborhood traffic control plan.

- 3.2.3 Locate new developments and their access points in such a way that traffic is not encouraged to utilize local residential streets for access to the developments and parking.

#### Road and Highway Circulation

- 3.3 Objective: Provide road and highway facilities to meet anticipated needs for movement of people and goods.

#### Policies:

- 3.3.1 Safe or acceptable levels of service on city streets shall be a criterion for evaluation of new development proposals. Level of Service "D" (see Glossary) or 75 percent of design capacity should be used as the minimum acceptable level of service where possible.
- 3.3.2 The first priority location for new development shall be where there is adequate existing road and highway capacity and where residential streets will not be impacted by traffic generated by the new development. Second priority shall be where road and highway facilities are planned.
- 3.3.3 The city shall work cooperatively with CalTrans to implement freeway ramp improvements at Cloverfield or 20th Street and 4th Street to accommodate planned growth.
- 3.3.4 The city shall coordinate with the city of Los Angeles and CalTrans to improve the Centinela Interchange and its connection to Wilshire Boulevard. In this regard, if the buildings along Olympic Boulevard at the eastern city limits recycle, the alignment of Centinela should be straightened.

- 3.3.5 The city shall investigate the feasibility of upgrading the capacity of 23rd Street south of Ocean Park Boulevard.

- 3.3.6 On street loading and unloading shall be discouraged. Use of alley access to service commercial buildings shall be encouraged.

- 3.3.7 The city shall consider abandoning roads not necessary for circulation or urban design needs. Streets that are wider than necessary to accommodate the required number of travel lanes and/or parking should be narrowed or have median islands installed to reduce the amount of unnecessary pavement in the city. Also, the city should make use of air rights and ground rights above and below roads provided they do not conflict with other objectives in this plan.

- 3.3.8 New driveways and mid-block access points shall be limited, especially along major roads. Where possible, alley access shall be encouraged.

- 3.3.9 Attempt to increase ridesharing as measured by average auto occupancy, from 1.2 individuals per vehicle to 1.4.

- 3.3.10 Minimize peak hour trips by encouraging staggered work hours and land uses which do not generate peak hour trips.

- 3.3.11 Maximize the efficiency of the existing roadway system through traffic signal synchronization and other traffic flow improvements.

## Public Transit

- 3.4 Objective: Encourage a public transit system capable of accommodating ten percent of all trips generated in the city by the year 2000.

### Policies:

- 3.4.1 The city should coordinate transit planning with the Southern California Association of Governments (SCAG), the Los Angeles County Transportation Commission (LACTC), and the Southern California Rapid Transit District (SCRTD).
- 3.4.2 The city should endorse the use of the Southern Pacific Railroad right-of-way through the Olympic Corridor for light-rail as proposed in SCAG's Regional Transportation Plan.
- 3.4.3 The city should endorse Wilshire Boulevard as a major bus transit corridor which could potentially be upgraded for mass transit in the future.
- 3.4.4 In accordance with land use policies, high density development shall be encouraged to concentrate along existing or planned major transit routes.
- 3.4.5 The city shall continue to support its local bus system to provide intra-city service, inter-city service to major employment centers, and connection to regional transportation transfer points.
- 3.4.6 A distinctive transit shuttle system shall be encouraged to link recreation and visitor-serving activities in the Downtown, beach, Main Street, Oceanfront, parking facilities, and regional transit routes.

- 3.4.7 An employee transit shuttle should be encouraged to link the Special Office District, Industrial Conservation District, Santa Monica Business Park, and possibly the Airport, to regional transit and peripheral parking facilities.

- 3.4.8 Where appropriate, new development shall provide fixed transit facilities, such as bus shelters, consistent with anticipated demand.

- 3.4.9 Improve inter-modal coordination of transit services in the Downtown.

## Non-Motorized Transportation

- 3.5 Objective: Encourage non-motorized transportation modes, especially bicycle routes and pedestrian trails.

### Policies:

- 3.5.1 Insure that all recreation areas, including schools and public services, are accessible by bicycle. Bike route should be located within two blocks of such facilities wherever possible.
- 3.5.2 Require new development to provide needed pedestrian paths through projects.
- 3.5.3 Assist in the implementation of a new Class 1 north-south bicycle route and pedestrian trail, in conjunction with light-rail transit and linear park in the Southern Pacific Railroad corridor.
- 3.5.4 Encourage a Class 1 bicycle route and pedestrian path linking the Civic Auditorium to the ocean through the Oceanfront area.



- 3.5.5 Require new development to provide reasonable and secure space for bicycle storage.
- 3.5.6 Encourage accessibility for disabled persons throughout the city. Accessibility routes should be planned to link all public facilities and commercial areas to residential neighborhoods.

#### Parking

- 3.6 Objective: All new development should accommodate project-generated parking.

#### Policies:

- 3.6.1 City parking standards should be adhered to, except with respect to parking requirements for hotels and residential uses which need further study.
- 3.6.2 In areas of parking deficiency, the city should consider implementing preferential parking districts.
- 3.6.3 Most efficient use of parking facilities should be encouraged, including provisions for compact cars, tandem parking in conjunction with valet service, and shared use of parking facilities at new development to accommodate weekend recreation parking needs.
- 3.6.4 Parking requirements for new development may be adjusted in accordance with an approved transportation control plan which is subject to monitoring by the city.
- 3.6.5 Encourage priority location of parking for van pools and car pools, to provide an incentive for these transportation alternatives.

- 3.6.6 Consider forming a parking district to develop parking structures in the Olympic Corridor and in the Downtown near the Santa Monica Library to resolve current parking deficiencies and consolidate surface parking lots.

- 3.6.7 Encourage development of public parking in the Downtown, Oceanfront, and Main Street area to replace surfacing parking on the beach, Pier, and fronting on the Promenade. These new parking facilities, as well as existing public parking, shall be served by the shuttle recommended in Policy 3.4.6.

- 3.6.8 Prohibit on-street parking in front of all new development on Lincoln Boulevard.

- 3.6.9 Encourage parking and service access from existing and future alleys.

#### Air Transportation

- 3.6 Objective: Encourage the retention of the Santa Monica Airport as a general aviation facility consistent with maintenance of safe flight operations and compatibility with adjacent land uses.

#### Policy:

- 3.6.1 Incorporate the city's Airport Layout Plan and Noise Mitigation Program for the Santa Monica Airport by reference into the Circulation Element.



## VII. IMPLEMENTATION





## Purpose

Previous chapters set the Land Use and Circulation policy framework for guiding community development. The real test of the city's commitment to these policies is plan implementation -- translating the policy into actions. Government Code Section 65400 provides general direction for implementing the plan by means of two principal powers. The city can use its Police Powers, such as the regulatory powers of planning and zoning. Alternately, it can utilize its Corporate Powers to implement the plan through direct acquisition and development. These and other relevant implementation tools to effectuate plan goals, objectives, policies and proposals, will be discussed below.

## Police Powers (Regulatory)

The city's regulatory ability is the fundamental method for implementing the land use and circulation plan. It is critical that regulations be both prescriptive and predictable, which will enable the public and private sectors to know in advance what standards are to be applied to a given parcel or project.

Relevant regulatory methods to be discussed below include general policy planning, specific planning, various zoning techniques, and development agreements.

## Policy Planning --

State law requires consistency among all the elements of the General Plan. This Plan replaces the 1957 Land Use and Circulation Elements, and is consistent with the remaining Elements of the General Plan. If at any time in the future, inconsistencies are discovered, the other Elements should be revised to conform to the adopted Land Use and Circulation Elements.

To implement the numerous transportation management policies included in the circulation plan, which are intended to reduce the quantity of vehicular trips and trip length, it is recommended that the city prepare a Transportation System Management (TSM) Plan and guidelines tailored to each area in the city. Measures to be considered during the preparation of the plan include, but are not limited to, the following:

- o Retaining a city Transportation Coordinator to monitor, promote and coordinate transit/ridesharing programs and other TSM programs among employers and residents.
- o Requiring project developers to prepare and submit TSM plans to the city as a condition of approval.
- o Permitting reductions of on-site parking requirements if a project's TSM plan clearly demonstrates that the parking is not necessary because effective and enforceable measures are being implemented to promote alternative modes of transportation.
- o Supporting the efforts of Commuter Computer.
- o Encouraging joint development of commercial land uses at future light rail stations in the Olympic Corridor, to promote the use of transit.
- o Requiring developers/employers to guarantee to purchase SMMBL or RTD monthly bus passes and make them free to a minimum percentage of their employees.
- o Requiring developers to provide transit improvements (bus shelters, information kiosks, bus turn-outs) at specified locations, in order to promote the use of public transportation.

- o Preparing a bicycle master plan and an accessibility master plan to encourage use of non-motorized transportation.

#### Specific Plans --

State law authorizes cities to adopt specific plans for the orderly implementation of the general plan. Specific plans are a useful bridge in scale between the general plan and detailed planning for a specific sub-area of the city. While specific plans must be consistent with the general plan, they can provide more specific regulations, conditions, programs, standards, and guidelines at a level of detail that is inappropriate to the general plan. In order to implement the policies of the Land Use and Circulation Element, specific plans and master environmental impact reports are recommended for the following areas in order of priority:

Third Street Mall and Downtown Core Area, in order to detail revitalization plans, mid-block access to public parking lots, and use of public rights-of-way.

In addition, this plan should make specific urban design recommendations to enhance the visual character and pedestrian environment in the Downtown, and should address transit services/needs in the area in order to determine (1) the best routing of buses, (2) the potential route of the future light rail line(s), and (3) the need for, and best location of, an inter-modal transportation center.

Oceanfront District and Civic Center, in order to formulate more detailed plans for the public open space system, to locate desired new public access ways and view corridors, to provide for a recreation and transit shuttle to link this area to the beach, Pier, Civic Auditorium, Downtown and Main Street, and to determine an appropriate mix of uses on the Rand

property. Additionally, the specific plan could provide more precise urban design standards on building scale and form.

Special Office District, in order to specify and coordinate improvements to the street and pedestrian circulation system as well as the open space and park network. This plan should include specific urban design recommendations for (1) the Southern Pacific Corridor light rail transit system and linear park, including joint development recommendations, and (2) design standards for large low-rise special office structures. It should also address the issues of open space provision and design, and circulation issues such as prevention of residential incursion and implementation of the new Cloverfield ramps.

Airport, in order to specify the location and intensity of airport and non-airport uses, park improvements, roadway profile and alignment, parcelization, and building/site design standards.

#### Zoning --

The Zoning Code is the primary document for implementing the Land Use and Circulation Element. In this regard, it will be necessary for the city to amend its zoning code to include classifications consistent with those described in the Land Use Element. The Zoning Code prescribes allowable uses and development standards, including but not limited to building height, density, bulk, setback, coverage, landscape requirements, parking standards, and off-street loading and service requirements.

Prescription of building development standards should be coordinated with the preparation of Urban Design Guidelines as discussed below. Hotel and residential guest parking requirements should be reviewed as part of the zoning revision process.

The implementation of the plan policies will require incorporation of the following specific innovative methods into the zoning ordinance:

Multi-Use and Mixed-Use Zoning, which mandates the combining of two or more uses on a single parcel. This method is especially appropriate to the Broadway Mixed-Use District west of 20th Street, and in Downtown for effecting mixed commercial and residential development.

Overlay Zoning, which establishes special requirements and standards in areas of special concern. This zoning would be appropriate to preserve ground level street frontage neighborhood commercial use on Wilshire Boulevard between 12th and 16th Streets.

Allowable Building Envelope, which specifies maximum building envelope to encourage sunlight to sidewalks and public spaces, harmonious building massing, and compatibility with residential neighborhoods. Specifying allowable building envelopes is especially important in zoning districts where allowable building heights exceed three stories.

Use Density System, a means to limit the number of retail liquor outlets, banks, or other commercial uses where an over-concentration has adverse impacts on surrounding areas.. Determination of the appropriate density would require further analysis.

Urban Design Guidelines, In order to protect and enhance the visual character of the city, consistent with the urban design objectives, policies, and proposals of the plan, the city should prepare area-specific urban design guidelines specifically addressing the following general categories:

Building Standards, including

- o Materials and finishes
- o Color and texture
- o Lighting
- o Landscape
- o Parking and truck loading
- o Art
- o Transition to residential districts
- o Signage
- o Ground level pedestrian orientation

Public Streetscape Improvements, including

- o Street trees and landscaping
- o Paving
- o Street furniture
- o Street lighting
- o Signage
- o Public art

Development Agreements --

State law permits cities to enter into development agreements so that developers may gain assurance that the policies in effect when they begin a project will not be changed over the course of the development. In entering agreements, the primary objective of the developers has been to secure a vested development right or contract against such future changes for phasing long term projects. In return for this assurance of policy continuity, cities may require developers to provide various public-serving facilities as part of their development. Development agreements must be consistent with the general plan. As a matter of policy, the city should negotiate Development Agreements only under certain circumstances, such as:

- (1) for projects whose construction period exceeds the normal time period for which use permits may be granted.



- (2) for projects in which public/private partnerships are contemplated and the city plays a role in development and financing of a new project.
- (3) for large, complex projects
- (4) to accomplish other objectives of the Land Use and Circulation Plan, e.g., mixed-use development
- (5) to facilitate significant public benefit opportunities, such as employment of local residents or development of affordable housing.

#### Corporate Powers (Acquisition and Development)

##### Capital Improvement Program --

Certain plan proposals should be programmed into the city's capital improvement program, specifically the streetscape improvements recommended for Lincoln Boulevard south of the freeway, the Broadway Mixed-Use District, and Pico Boulevard.

##### Benefit Assessment Districts --

Benefit Assessment Districts are the usual means of financing improvements where the benefits of such improvements accrue mainly to a limited area. Certain plan proposals are suited to implementation by this method, such as the Wilshire and Santa Monica Boulevard Streetscape improvements.

Special benefit assessments are governed by relatively strict statutory procedural requirements such that the amount of the assessment must not exceed a property's share of the cost of the public improvements as measured by its special benefit. Careful analysis would be necessary to determine where the benefits of

the establishment of the streetscape improvements actually would flow, were this device to be used to finance its development.

#### Other Implementation Methods

##### Redevelopment Law --

Redevelopment, which combines police and corporate powers, is one of the most powerful tools available to local governments to implement their general plans. Where the private sector alone is unable or unwilling to assemble land and invest the necessary capital for revitalizing blighted areas, redevelopment is a means of focusing community resources to transform a deteriorating area to more productive use.

##### Inter-governmental Partnership --

One of the major policy prescriptions in the Land Use Plan is the recommendation that several large new sites for hotel development be created in part through the rezoning of parcels now in parking use. Beach parking would be relocated within new development, either by tucking the parking into the hillside under new development to minimize its visual impact, or by relocating it nearby with a recreation transit shuttle from parking sites to the beach. In addition, the Plan recommends that the Promenade be enhanced by replacement of existing beachfront parking lots with active uses, such as retail stores, small inns, restaurants, or commercial recreational facilities.

Most of the beachfront parking is not owned by the city, but by the State of California. The city should consider discussing with appropriate state agencies the terms and conditions under which such relocation of existing parking and reuse of the property would be acceptable. The State Coastal Conservancy should be consulted, to facilitate the reuse of beach parking for open space and visitor-related uses.

## Master Environmental Impact Reports (EIRs)--

Master EIRs are recommended for all specific plans and large complex projects in conformity with the city's EIR Guidelines dated May 23, 1983, as amended. This will eliminate the need for a great many project EIRs and would focus project EIRs to only topics of environmental significance identified in the Master EIR.

## Project Mitigation Measures --

As part of its regulatory approach to solving current land use problems, the city should consider adopting programs which would entrust developers to mitigate the impact of their projects on the community.

Three such programs are particularly worthy of further discussion:

- o Park Dedication -- Consistent with recent studies of park utilization by daytime population, and in view of the city's current deficiency of parks by the standards set forth in the Open Space Element of the General Plan and by the Parks and Recreation Commission, the city should consider requiring all proposed development to either provide park space to accommodate the needs of daytime park user populations or an in lieu fee.
- o Transportation Improvement -- In view of the changes needed in the transportation system as indicated in the Circulation Element, the city should consider charging new development a fee for street, transit, non-motorized transportation, neighborhood traffic control, transportation system management and other capital and operating costs related to increased traffic. The transportation improvements financed by such fees would seek to mitigate the traffic impacts of each development by either reducing its trip generation, increasing the capacity of the transportation

system to accommodate the trips generated, or preventing undesirable traffic incursions into adjacent areas.

- o Affordable Housing -- Since new commercial development attracts new residents to the city, an effort should be made to house a larger number of workers in the city than will otherwise be able to afford to live here. The city should consider requiring developments to (1) build, (2) rehabilitate or sponsor affordable housing, and (3) contribute to an affordable housing fund which the city may create in relation to the size of the development and the number of workers likely to wish to live in the city, but unable to afford to do so.

The city should follow several guidelines in devising such programs. The mitigations required must be fair and economical. The city must set clear priorities among its needs for improved transit, parks and housing, and among other facilities and services. Finally, the effect of the mitigations on the viability of commercial development in the city must be taken into account.

# GLOSSARY

## General Plan Terminology:

**Goal** -- The ultimate purpose of an effort stated in a way that is general in nature and immeasurable; a broad statement of intended direction and purpose.

Example: Preserve and improve Santa Monica's...environment...

**Objective** -- A measurable goal; a statement of desirable accomplishment within a specific time frame that is definite enough to know when and if it has been achieved.

Example: Provide land for parks and other public facilities to meet needs by the year 2000.

**Policy** -- A specific statement guiding action and implying a clear commitment.

Example: Require new development in the city to provide usable open space to serve the needs of both daytime and resident population.

**Guidelines** -- A specific, quantified standard defining the relationship between two or more variables. Guidelines can often directly translate into regulatory controls.

Example: Create a linear park utilizing the Southern Pacific right-of-way in the Olympic Corridor.

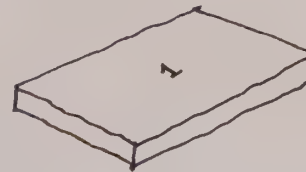
**Plan Proposal** -- An explanation of how policies specifically apply to an area.

Example: New development in the Special Office District shall provide usable open space which can be linked to the Olympic Corridor linear park.

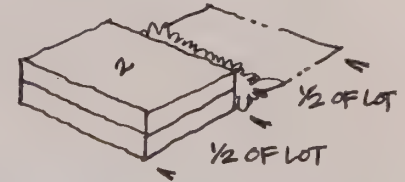
**Implementation Measure** -- An action, procedure, program, or technique that carries out general plan policy.

Example: The city should revise its park dedication standards to require fulfillment of the needs of both daytime and resident population.

**Floor Area Ratio:** Compares the size of the building to the size of its lot. For example, a one-story building covering its entire site has a FAR of 1.0, as does a two-story building covering one-half of the site.



One-story building covering entire lot



Two-story building covering one-half of the lot

**Comparison Retail:** Comparison retail or "shoppers' goods" include, but are not limited to the following uses:

Apparel store  
Appliances, radio, and TV  
Book and stationery store  
Camera store  
Department store  
Furniture store  
Gift shop  
Record store  
Shoe store  
Sporting goods  
Variety store (Woolworth's)

Source: Urban Land Institute



Neighborhood Commercial: Uses catering to the day-to-day needs of nearby residents (within walking distance). As used in this Plan, the term "neighborhood commercial" will signify a concentration of such uses, anchored by a major market. The Plan does allow other compatible uses in these areas, as long as neighborhood goods and services continue to predominate (i.e., constitute a majority of the street frontage). Typical neighborhood commercial uses include, but are not limited to the following uses:

Retail stores  
Bank  
Cleaner  
Dressmaker  
Delicatessen  
Drug  
Plumbing shop (also hardware store)  
Public service  
Restaurants, excluding dancing and entertainment  
Theater  
Automatic laundry  
Antique shop  
Bakery  
Nursery (if plants are enclosed)  
Gymnasium or dance studios  
Repair shops for household equipment  
Upholster's shop  
Barber/Beauty Shop

Level of Service (LOS) An indication of a road's performance based on an evaluation of driving conditions, with six performance ranges as follows:

A Free Flow  
B Stable Flow  
C Restricted Flow, Tolerable Delays  
D Approaching Unstable Flow,  
Substantial Delays  
E Capacity Conditions, Long Delays  
F Forced Flow

Pedestrian Oriented: Qualities and elements contributing to a street-level environment that is pleasant and walkable. Examples include:

- o a high proportion of uses catering to walk-in traffic (such as retail and restaurants)
- o provision of pedestrian amenities (frequent entrances and windows, awnings, arcades, and paseos)
- o a highly articulated facade (detail and interest resulting from expression of cornices, columns, etc.)
- o continuity of the sidewalk (minimum intrusion of driveways)
- o continuity of the "street wall" (a high proportion of buildings that build to the street front property line)
- o signage addressed to pedestrian rather than automobile traffic

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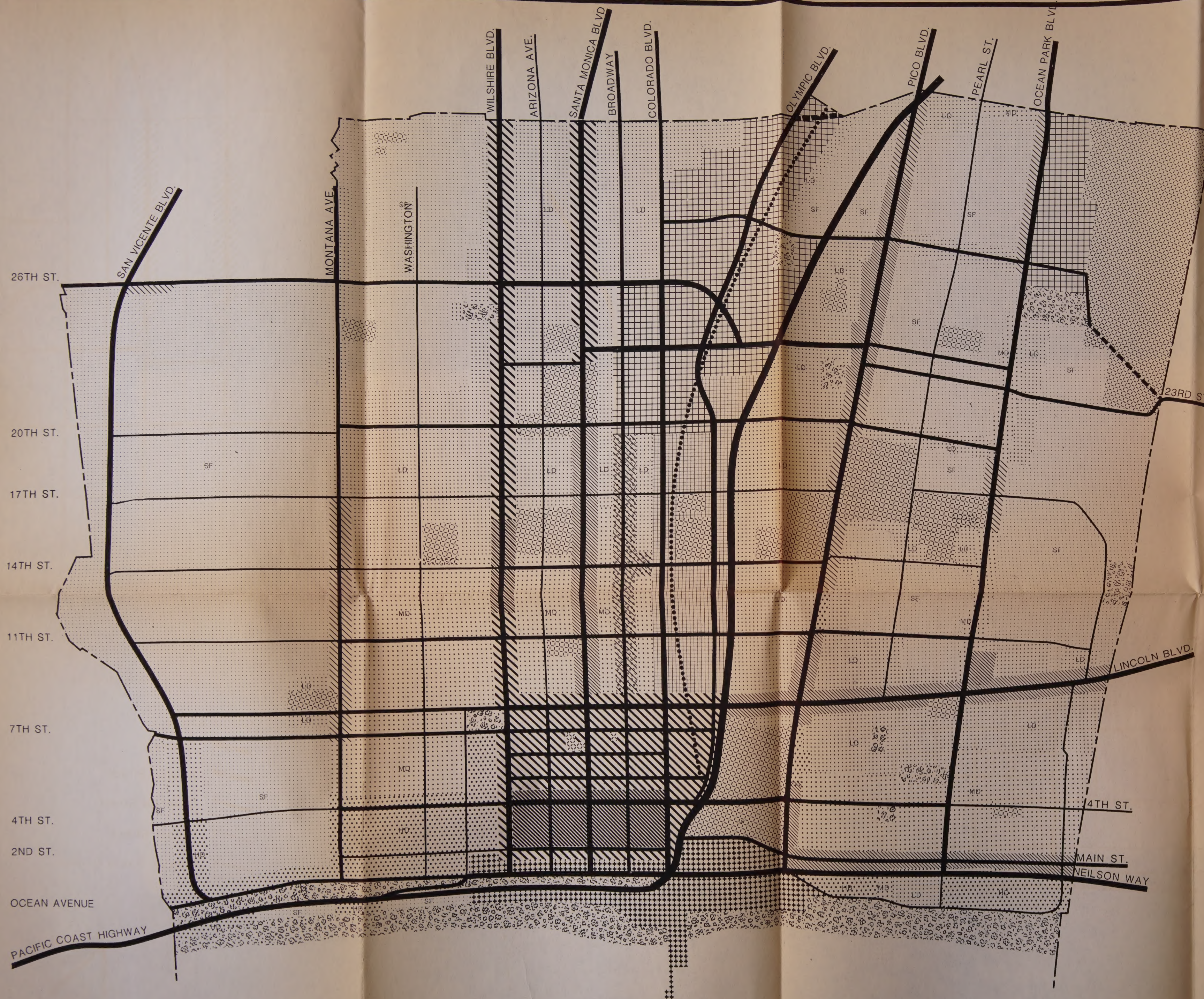
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# Land Use and Circulation Plan

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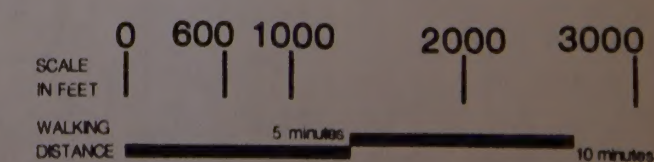
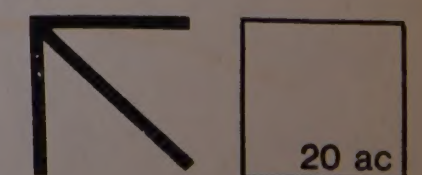


## LAND USE

- Downtown Core
- General Commercial
- Special Office District
- Oceanfront Special District
- Service and Specialty Commercial
- Neighborhood Commercial
- Broadway Mixed-Use District
- Industrial
- Institutions
- Parks
- Single Family Housing
- Low Density Housing
- Medium Density Housing
- High Density Housing

## CIRCULATION

- Freeway
- Arterial Street
- Collector Street
- Feeder Street
- Priority Transit Corridor



November 1983

# City of Santa Monica General Plan Land Use and Circulation Elements

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